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**Deadline for Entries of Prevent Blindness America's
"Most Beautiful Eyes Contest" is July 31**

- Winner to Receive a \$10,000 Educational Scholarship-

CHICAGO (July 23, 2012) – The deadline to submit entries to the "Most Beautiful Eyes Contest" from Prevent Blindness America is quickly approaching. From now until July 31, 2012, parents of children ages zero to 17 are encouraged to enter their child in the Prevent Blindness America Most Beautiful Eyes Contest by submitting a photo to the [Prevent Blindness America Facebook](https://www.facebook.com/preventblindness) page at facebook.com/preventblindness.

The public will then be encouraged to vote for their choice of the child with the Most Beautiful Eyes online from Aug. 1 -31, 2012. One vote may be placed per child per day.

The contestant with the most votes from each state, with the exception of Rhode Island, will advance to the final round where the overall winner will be determined by a celebrity panel of judges. The celebrity panel includes renowned broadcaster Larry King, host of "Larry King Now" on Ora.tv, "Fox NFL Sunday" Host Curt Menefee and star of stage and screen, Barbara Eden, best known for her leading role in the television classic, "I Dream of Jeannie."

"By entering their child in the Most Beautiful Eyes Contest, we hope parents will take this opportunity to think about the importance of eye and vision health and get their child's eyes checked," said Hugh R. Parry, president and CEO of Prevent Blindness America. "Our goal is start every child on a path to a lifetime of healthy vision."

The national winner and two family members will enjoy a weekend in Chicago to attend the Prevent Blindness America Annual Awards Banquet on Friday, Nov. 2, 2012, where the \$10,000 educational scholarship will be officially awarded.

For more information about the Most Beautiful Eyes contest or general children's eye health and safety, please visit preventblindness.org, [facebook.com/preventblindness](https://www.facebook.com/preventblindness), or call (800) 331-2020.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates and regional offices, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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