



**FOR IMMEDIATE RELEASE**

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## **Leading Vision Industry Groups Ask for Your Participation to Protect Children's Eyes from Sports-Related Injuries**

**FAIRFIELD, NJ (July 18 2013)** - Just in time for back-to-school, Prevent Blindness America, The Coalition to Prevent Sports Eye Injuries and Liberty Sport continue to support September 2013 as Sports Eye Injury Prevention Awareness Month in an effort to educate the public on the importance as to wearing proper eye protection while playing sports.

The three organizations joined efforts three years ago to launch an awareness campaign to Eye Care Professionals, specifically those who are Sports Eye Injury Prevention Centers, and reached approximately 5,000 providers of Sports Protective Eyewear, providing them with the materials to make eye safety a priority for kids when playing sports.

"This year, our target is to add an additional 2,500 providers for a total of 7,500 accounts supporting the September month campaign," stated Anthony M. DiChiara, CEO of Liberty Sport.

Hugh R. Parry, president and CEO of Prevent Blindness America, stated that "by joining together with The Coalition to Prevent Sports Eye Injuries and Liberty Sport, we hope to remind the public that **90 percent of all eye injuries are preventable through proper eye protection**. This program aims to help educate the public on the simple steps they can take to ensure a lifetime of healthy vision."

According to [data published by Prevent Blindness America](#), for Calendar Year 2012, there were more than 13,000 eye injuries sustained by children ages 0-14 alone. In order to continue to relay the important message out to patients on the importance of proper eye protection, the national groups are once again offering the 'September is Sports Eye Injury Prevention Awareness Month' kit containing in-office support materials and consumer outreach materials.

"Preventing Sports Eye Injuries is my passion," says Paul Berman, O.D., F.A.A.O and Chairman for The Coalition to Prevent Sports Eye Injuries. "After working with Liberty Sport to convert Eye Care Professional offices to Sports Eye Injury Prevention Centers over the past four years, we are pleased by the results of their internal studies showing that by instituting the steps of the SEIPC, their office sales have increased an average of 150 percent, while also leading to a greater decrease in this tragic loss of the priceless gift of sight. Further supporting the Sport Eye Injury Prevention Centers with this annual campaign should help prevent the needless loss of sight and blindness that occurs while people are playing sports."

For more information about Sports Eye Injury Prevention Awareness Month or to request a kit, please contact John Minnick, Liberty Sport at 973-882-0986, ext. 977 or jminnick@libertysport.com.

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**About Liberty Sport** Liberty Sport is a time tested company that is owned and operated by its founders, the DiChiara family, and which specializes in the engineering, design and distribution of protective sports eyewear and rx'able sunwear. For over eight decades, Liberty has supplied the professional eye care community with the industry's leading protective sports eyewear with its Rec-Specs and F8 brands. Liberty Sport has been at the forefront of the growing movement to promote eye safety for children participating in scholastic and

recreational sports. Today, Liberty Sport sells and distributes its eyewear to eye care professionals and leading optical chains worldwide.

### 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](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

**SEPTEMBER IS SPORTS EYE INJURY PREVENTION AWARENESS MONTH KIT MATERIALS**

**INCLUDED IN THE KIT:**

<p><b>MEDIA DISC</b></p> 	<p><b>COUNTER CARD</b></p>  <p>8.5X11"</p>	<p><b>2-SIDED POSTER</b></p>  <p>11X17"</p>
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**MEDIA DISC CONTENTS:**

<p><b>E-BLAST</b></p> 	<p><b>AD SLICK - COLOR</b></p> 	<p><b>AD SLICK - BW</b></p> 
<p><b>PRESS RELEASE</b></p> 	<p><b>PR MAT</b></p> 	

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<p><b>WINDOW BANNER - 2X6'</b></p> 	<p><b>WINDOW BANNER - 36"X20"</b></p> 
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