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For more information:
Prevent Blindness
Sarah Hecker
(312) 363-6035
shecker@preventblindness.org

Prevent Blindness Elects Kate Renwick-Espinosa of VSP Global to National Board of Directors

CHICAGO (March 17, 2014) – Prevent Blindness, the nation’s oldest volunteer eye health and safety organization, has announced that Kate Renwick-Espinosa, chief marketing officer at VSP Global®, has been elected to the Prevent Blindness Board of Directors. The vote was held on March 8 at the 2014 Prevent Blindness winter board meeting in Chicago.

At VSP Global, Renwick-Espinosa develops and manages marketing strategies and programs across the VSP Global companies, which include VSP® Vision Care, Eyefinity®, VSP Optics Group and Marchon® Eyewear. Her responsibilities include overseeing enterprise-wide marketing functions, including integrated marketing, corporate communications, global charity and community outreach, design, branding, and insights and strategy. She is responsible for business-to-business marketing and business-to-consumer marketing. At VSP for 22 years, she has been instrumental in expanding the role of marketing within the company, including rebranding multiple lines of business, developing new brands, launching new products and programs, and leveraging digital technology.

Renwick-Espinosa holds a bachelor’s degree in economics from University of California, Davis, and a master’s degree in business administration from California State University, Sacramento.

In 2005, Renwick-Espinosa was named to the “20 Most Influential Women in Optical” list from the Optical Women’s Association, and was the 2013 recipient of the “Most Power & Influential Women Award” from the California Diversity Council.

“All of us at Prevent Blindness enthusiastically welcome Ms. Kate Renwick-Espinosa to our national Board of Directors. We are excited to have her leadership and counsel to help us continue our sight-saving mission,” said Hugh R. Parry, president and CEO of Prevent Blindness. “And, because Prevent Blindness has been very fortunate to

receive a tremendous amount of support from VSP over the years, we look forward to continuing our collaboration with its many talented team members.”

The Prevent Blindness Board of Directors will convene this June during the organization’s Third Annual Focus on Eye Health: National Summit in Washington, D.C.

For more information about Prevent Blindness or general eye health information, please call (800) 331-2020 or visit preventblindness.org.

About Prevent Blindness

Founded in 1908, Prevent Blindness 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 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, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call (800) 331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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