

**FOR IMMEDIATE RELEASE**

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## **Green Eyes Eyewear to Donate \$2 of Every Purchase to Prevent Blindness**

### ***Donations from the “Sharing our Vision” Program to Support Prevent Blindness Sight-Saving Programs and Services***

**CHICAGO (April 16, 2014)** – Beginning today, Green Eyes Eyewear shoppers have the opportunity to help protect the environment and help protect sight. Through its new “Sharing our Vision” program, Green Eyes Eyewear will donate \$2 for every purchase through its online store to Prevent Blindness, the nation’s oldest voluntary eye health organization.

“Green Eyes Eyewear is part of a leading Australian optical group, in business for more than 30 years,” said Daniel Cohen, CEO of Green Eyes Eyewear. “When we decided to expand our business to the United States, we wanted to demonstrate our global support for programs that save sight by partnering with Prevent Blindness. Through this collaboration, we can make a difference in the lives of people across the nation.”

Green Eyes Eyewear creates UV-protecting eyewear using eco-friendly materials. Extended exposure to UV has been linked to cataracts and age-related macular degeneration. Through their website, [www.shopgreeneeyes.com](http://www.shopgreeneeyes.com), Green Eyes Eyewear offers a wide selection of eyewear for both men and women.

“By contributing to our sight-saving efforts, Green Eyes Eyewear is demonstrating its clear commitment to protecting vision,” said Hugh R. Parry, president and CEO of Prevent Blindness. “We thank Green Eyes Eyewear and all of its customers for their support of our organization and our efforts.”

For more information about the Sharing our Vision program, visit [www.shopgreeneeyes.com](http://www.shopgreeneeyes.com). For information on UV protection and general eye health, please contact Prevent Blindness at (800) 331-2020 or [preventblindness.org](http://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](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

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