# FOR IMMEDIATE RELEASE For more information:

Prevent Blindness

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**Prevent Blindness Declares December as “Give the Gift of Sight Month”**

***-National Non-profit organization, Prevent Blindness, Seeks Public Support to Continue to Help Provide Sight-saving Services -***

**CHICAGO (Nov. XX, 2020) –** Since 1908, Prevent Blindness, the nation’s oldest not-for-profit voluntary eye health organization, has worked to provide services and programs to protect vision in the United States. Through the support of American public, Prevent Blindness has continued its mission to advocate, educate and empower patients to make healthy vision a priority. The group is declaring December as “Give the Gift of Sight Month,” asking the public to reflect on the joys of healthy vision, and donate to Prevent Blindness.

Prevent Blindness was founded as a public health advocacy group, dedicated to eliminating blinding eye disease in newborns. Through its efforts, all babies born in U.S. hospitals receive sight-saving eyedrops to prevent the development of “Babies’ Sore Eyes,” (ophthalmia neonatorum), a blinding eye disease commonly transmitted through birth.

Today, Prevent Blindness and its affiliates serve millions of Americans across the age spectrum by raising awareness and educating the public about conditions related to vision and eye health; advocating for vision health-related public policy; promoting early detection as a key to the prevention of vision loss and blindness; supporting public health research to identify the scope of vision problems across the United States, and producing expert-approved resources that meet patient and caregiver needs.

“Thanks to the generous contributions from the public and our corporate donors, we are able to continue our mission to prevent blindness and preserve sight,” said Jeff Todd, president and CEO of Prevent Blindness. “We know 2020 has been a highly challenging year. We ask those who are able to please help us protect the gift of sight with a contribution towards our efforts.”

To donate, please visit [www.PreventBlindness.org/donate](http://www.PreventBlindness.org/donate), or call Prevent Blindness at (800) 331-2020. For a free listing of organizations and services that provide financial assistance for vision care in English or Spanish, please visit <https://preventblindness.org/vision-care-financial-assistance-information/>.

**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, visit us at [preventblindness.org](http://www.preventblindness.org), and follow us on [Facebook](http://www.facebook.com/preventblindness), [Twitter](https://twitter.com/pba_savingsight), [Instagram](https://www.instagram.com/prevent_blindness/)  and [LinkedIn](https://www.linkedin.com/company/prevent-blindness-america).

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