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The Foundation for Eye Health Awareness

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***Think About Your Eyes Wins 2011 IPRA Golden World Award
for Excellence in Public Relations
Campaign Launch Takes Top Honors in Media Relations Category***

Alexandria, Va. (July 8, 2011) – The *Think About Your Eyes* campaign, from the Foundation for Eye Health Awareness, has been recognized with by the International Public Relations Association (IPRA) as a 2011 Golden World Award Winner. A total of 27 category awards were given with *Think About Your Eyes* taking top honors in the Media Relations category for its campaign launch activities in New York and Chicago last summer.

The *Think About Your Eyes* campaign launch was an overwhelming success and generated more than 213.5 million paid, earned and owned media impressions last year. Last May, *Think About Your Eyes* ended “National Healthy Vision Month” with “*Think About Your Eyes* Week” in Times Square, where 10 dancing eyeballs with 90 dancers surprised a crowd on Broadway with a choreographed dance routine set to an original *Think About Your Eyes* pop song. Later that summer, *Think About Your Eyes* celebrated its eponymous week in Chicago, taking street teams of costumed eyeballs to Wrigley Field, Navy Pier and Lincoln Park Zoo to remind people about the importance of vision health.

“We are proud, once again, to receive this prestigious recognition and be named among the best of the best in public relations – in the world,” said Mike Daley, president and executive director, Foundation for Eye Health Awareness. “We look forward to continuing to produce award-winning *Think About Your Eyes* work that garners attention for the importance of vision health and yearly comprehensive eye exams.”

Entries this year came from 50 countries. The challenge entrants presented to the judging panel, drawn from 29 countries, is one the organization hopes to repeat again next year. The coveted GWA Grand Prix 2011 will be announced along with the other winners at a gala event in Istanbul on Oct. 21, 2011. The full list of award winners is available at ipra.org.

The efforts of the *Think About Your Eyes* campaign have been recognized with several distinct honors including two Platinum MarCom Awards in the External Communication Program and Special Event category, a Bronze Bulldog Award for Excellence in Media and Public Relations in the Best Health, Medicine and Fitness campaign category, as well as a Pharma Choice Award with *Pharmaceutical Executive*.

The campaign, founded by Essilor, started in a single test market in Tarrant County, Texas in 2007. Following this successful pilot program, the campaign was quickly expanded across the country through the formation of the *Think About Your Eyes* Coalition, created through the joining of Essilor, Luxottica Group, VSP Global and eventually Transitions Optical. This effort enabled an expansion to nine cities spanning New York to Los Angeles.

About The Foundation For Eye Health Awareness and *Think About Your Eyes*

Think About Your Eyes is a public awareness initiative focused on educating consumers about the importance of vision health and comprehensive eye exams. This nationwide messaging campaign, sponsored by the Foundation for Eye Health Awareness with generous donations from Essilor, Luxottica, VSP Global and Transitions Optical, encourages people to take better care of their eyes.

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