



211 West Wacker Drive
Suite 1700
Chicago, Illinois 60606

toll free 800.331.2020
local 312.363.6001
fax 312.363.6052

preventblindness.org

FOR IMMEDIATE RELEASE:

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

**Prevent Blindness America to Host
Fourth Annual Swing Fore Sight Golf Tournament**

Annual Event Will Coincide with 2011 Vision Expo West

CHICAGO (June 29, 2011) – Prevent Blindness America, the nation’s leading eye health and safety organization, is planning the fourth annual Swing Fore Sight Golf Tournament. The event will be held in conjunction with Vision Expo West on Sept. 21, 2011 at the Bali Hai Golf Club in Las Vegas, Nev. The goal of the event is to raise \$140,000 to support the sight-saving programs of Prevent Blindness America.

Transitions Optical, Inc. will once again be serving as the presenting sponsor. Additional sponsors of the Swing Fore Sight event include Advantica, Essilor, Gilbert Displays, Hilco, Hoya Vision Care, Kenmark, National Association of Vision Care Plans (NAVCP), Refac Optical Group, Stereo Optical, UVEX by Honeywell, Vision-Ease, Viva International and Zyloware.

Sponsorships are still available including program ads, hole sponsors and golfer gifts sponsors.

“This event would not be possible if not for the generous support of our sponsors. We thank them for their efforts in supporting Prevent Blindness America and its sight-saving programs,” said Dave Pierson, president and CEO of Refac Optical Group and co-chairperson of the Swing Fore Sight planning committee. “We also encourage everyone to sign up today to be a part of this fun and unique event that brings together leading vision industry representatives from across the country!”

Individual golfers may sign up for \$625 or foursomes for \$2,750. The tournament is a four-person scramble. Participants may register online at preventblindness.org/swingforesight.

For more information on the Prevent Blindness America Fourth Annual Swing Fore Sight Golf Tournament, including sponsorship opportunities, please contact Sue Corbett at 312-363-6014 or scorbett@preventblindness.org.

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, divisions and chapters, 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 or facebook.com/preventblindness.

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