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## **Prevent Blindness America Launches Newly Redesigned Website**

***PreventBlindness.org Offers New Features Such as Simpler Format, Adjustable Text Size and New Advocacy Online Program***

**CHICAGO (Aug. 10, 2011)** – Prevent Blindness America, the nation’s oldest eye health and safety organization, has launched its newly redesigned website at [preventblindness.org](http://preventblindness.org). The new site offers a variety of new features including adjustable text sizes to assist those with visual impairment as well as a simplified layout for faster navigation. Social media users will be able to use the “share” feature to instantly link articles and content to their own Facebook and Twitter accounts.

“For more than 100 years, it has been our mission to educate and inform the public on a wide variety of issues related to vision and eye health, as well as eye safety,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “Our new website will make it easier for people to find the information they need to protect their vision and maintain good eye health.”

One new feature of the site is Eye CAN, the Eye Care Advocacy Network. The goal of Eye CAN is to serve as the advocacy home for Prevent Blindness America, providing tools and resources to help local community members and leaders promote vision and eye health through legislation and advocacy. Site visitors can join Eye CAN online to receive federal and state legislative updates, as well as join in grassroots campaigns for improving public health policies.

“We invite everyone to visit [PreventBlindness.org](http://PreventBlindness.org) to check out all of the new features and content,” added Parry. “We know that access to reliable information is among the most important prevention tools we have to address individual and public health behaviors.”

For more information on the Prevent Blindness America and eye health and safety information, please call (800) 331-2010 or [preventblindness.org](http://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](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

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