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

Annual Event Will Coincide with 2012 Vision Expo West in Las Vegas

CHICAGO (April 24, 2012) – Planning is in full swing for the fifth annual Prevent Blindness America Swing Fore Sight Golf Tournament. The event will be held in conjunction with Vision Expo West on Sept. 5, 2012 at the Royal Links Golf Club in Las Vegas, Nev. The links-style course features holes inspired by eleven different British Open rotation courses including the “Road Hole” and “Hell Bunker” from the old course at St. Andrews. The goal of the Swing Fore Sight Golf Tournament is to raise \$130,000 to support the sight-saving programs of Prevent Blindness America, the nation’s oldest non-profit eye health and safety organization.

Transitions Healthy Sight for Life Fund will be serving as Gold sponsor. Additional sponsors of the Swing Fore Sight event include Carl Zeiss Vision, Hoya Vision Care, Jobson Interactive, Jobson Optical Group and U.S. Vision.

Sponsorships are still available including the silver sponsor, cart sponsor, breakfast and lunch sponsors, award sponsor, hole sponsors, hole-in-one sponsor, program ad and gift sponsorship. Those interested may also join leading vision industry representatives on the Swing Fore Sight planning committee.

“Our annual Swing Fore Sight event provides a wonderful opportunity to spend a relaxing time with clients or colleagues, and meet with some the leaders in the vision industry,” said Hugh R. Parry, president and CEO of PBA. “For those that would still like to support PBA through this event but cannot attend, we also suggest buying a foursome as a sales incentive or to entertain clients.”

Individual golfers may sign up for \$700 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 Fifth Annual Swing Fore Sight Golf Tournament, including sponsorship opportunities or committee positions, please contact Barbara Rudzin at 312-363-6023 or brudzin@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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