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Prevent Blindness America Launches 2012 Most Beautiful Eyes Contest

- Winner to Receive a \$10,000 Educational Scholarship-

CHICAGO (June 25, 2012) – The 2012 Most Beautiful Eyes Contest from Prevent Blindness America launches today. The national contest allows children across the country the chance to win a \$10,000 educational scholarship.

Starting today through July 31st, 2012, parents of children ages zero to 17 are encouraged to enter their child in the Prevent Blindness America Most Beautiful Eyes Contest by submitting a photo to the [Prevent Blindness America Facebook page](https://www.facebook.com/preventblindness) at facebook.com/preventblindness. The contest is sponsored by Marchon Eyewear, Eagle Eyes® Optics, Real Kids Shades (RKS) and Walters Golf.

“Keeping our children’s eyes healthy has been a top priority since our organization was founded in 1908,” said Hugh R. Parry, Prevent Blindness America president and CEO. “Through the Most Beautiful Eyes Contest, we hope to remind parents of the important role that healthy vision has in a child’s development and potential performance in school.”

From August 1-31, the public will be encouraged to place online votes for their choice of the child with the most beautiful eyes. The first 50 entries will receive a free pair of RKS Sunglasses. Each state will have one winner (void where prohibited), which will advance to the second round of voting. All state winners will receive a free pair of Eagle Eyes® Optics Rock-It™ Sunglasses for Kids that includes a kids’ Fisher® Space Pen.

Once again, renowned broadcaster Larry King will serve on the celebrity panel of judges as well as “Fox NFL Sunday” Host Curt Menefee and star of stage and screen, Barbara Eden, best known for her leading role in the television classic, “I Dream of Jeannie.”

The national winner and two family members will enjoy a weekend in Chicago to attend the Prevent Blindness America Annual Awards Banquet on Friday, Nov. 2, 2012, where the \$10,000 educational scholarship will be officially awarded.

For more information about the Most Beautiful Eyes Contest or general children's eye health and safety, please visit Prevent Blindness America online at preventblindness.org or call (800) 331-2020.

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 and regional offices, 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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