



For more information:
Prevent Blindness Texas
Monica Saenz, State Program Director
Phone: (713) 526-2559, Ext. 106
E-mail: msaenz@preventblindnesstexas.org

FOR IMMEDIATE RELEASE

Prevent Blindness Texas Launches 2012 Most Beautiful Eyes Contest

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

Houston, TX (June 25, 2012) – The 2012 Most Beautiful Eyes Contest from Prevent Blindness Texas and Prevent Blindness America launches today. The national contest allows children across the country to 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 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 Debbie Goss, President and CEO of Prevent Blindness Texas. “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 call Prevent Blindness Texas at 1-888-98-SIGHT or visit www.preventblindnesstexas.org.

About Prevent Blindness Texas

Founded in 1956, Prevent Blindness is the state'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 Texas touches the lives of thousands of people each year through public and professional education, advocacy, community and patient service programs and research. These services are made possible through the generous support of the Texas public. Through a network of regional offices and volunteers, we are committed to eliminating preventable blindness in Texas. For more information, or to make a contribution to the sight-saving fund, call 1-888-98-SIGHT or visit us on the Web at www.preventblindnesstexas.org or <http://www.facebook.com/preventblindnesstexas>.

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