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Prevent Blindness America to Hold 5th Annual Swing Fore Sight Golf Tournament

Event Will Be Held in Conjunction with 2012 Vision Expo West in Las Vegas

CHICAGO (July 26, 2012) – The Prevent Blindness America 5th Annual Swing Fore Sight Golf Tournament is quickly approaching. The event will take place on Sept. 5, 2012 at the Royal Links Golf Club in Las Vegas, Nev., in conjunction with Vision Expo West. The goal of the Tournament is to raise funds to support the sight-saving programs of Prevent Blindness America, the nation's oldest non-profit eye health and safety organization.

The annual event provides participants the opportunity to support PBA's mission while playing golf with top executives from the vision industry. Spots are still available including foursomes for \$2,750 as well as for individual golfers for \$700. The tournament is a four-person scramble. Participants may register online at preventblindness.org/swingforesight.

There are various contest holes at the event, highlighted by the chance to win a trip to Hawaii and a NASCAR Driving experience by sinking a hole-in-one, courtesy of the National Association of Vision Care Plans.

Current event sponsors are Transitions Healthy Sight for Life Fund as the Gold sponsor, and, 1-800 Contacts, Carl Zeiss Vision, Essilor, First Nonprofit Insurance, First Vision Media Group, Hilco, Hoya Vision Care, Jobson Interactive, Jobson Optical Group, Kenmark Optical, NAVCP, PFO Global, Pixel Optics, Refac, REM Eyewear, Satisloh North America, US Vision, VSP, The Vision Council, Viva International, and Zyloware.

Sponsorships are still available including the breakfast and hole sponsors.

"Thanks to the continued support of those in the vision industry, we are able to come together once a year at the Swing Fore Sight Tournament and make a positive impact in the lives of adults and children through healthy eyesight," said Hugh R. Parry, president and CEO of Prevent Blindness America. "We want to encourage everyone to sign up today to be a part of this fun and unique event!"

For more information about the Tournament, please visit preventblindness.org/swingforesight or follow Prevent Blindness America on Twitter at: twitter.com/PBA_savingsight.

For details on available sponsorship opportunities, 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 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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