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Prevent Blindness Texas Announces Launch Date of 2013 Most Beautiful Eyes Contest

Winner to Receive a \$10,000 Educational Scholarship from Marchon Eyewear

HOUSTON (May 8, 2013) – Prevent Blindness Texas is announcing the dates of the 2013 “Most Beautiful Eyes” contest. The contest allows children across the United States the chance to win a \$10,000 educational scholarship from Marchon Eyewear.

From June 24th through July 31, 2013, 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](https://www.facebook.com/preventblindness). The contest is sponsored by [Marchon Eyewear](#), [Real Kids Shades \(RKS\)](#), [Eagle Eyes® Optics](#) and [Walters Golf](#).

From August 1st to 31st, the public will be encouraged to place online votes for their choice of the child with the most beautiful eyes. Each state will have one winner (void where prohibited), who will advance to the second round of voting. All state winners will receive a free pair of RKS sunglasses and a copy of the children’s book “Jacob’s Eye Patch” by Beth Kobliner Shaw and Jacob Shaw.

Once again, the celebrity panel of judges will include ORA-TV’s Larry King, “Fox NFL Sunday” Host Curt Menefee, and actress Barbara Eden. New to the panel is financial journalist and bestselling author Beth Kobliner Shaw, whose forthcoming book “Jacob’s Eye Patch” speaks to what it is like to be a child with a vision problem.

The national winner and two family members will enjoy a weekend in Chicago to attend the Prevent Blindness America Annual Awards Banquet on Friday, November 8, 2013, where the \$10,000 educational scholarship will be officially awarded.

The 2012 winner of the Most Beautiful Eyes Contest was Ava Lloyd, age 4, of South Dakota.

“The Most Beautiful Eyes Contest provides us a unique opportunity to remind parents about the importance of making sure our children’s eyes are healthy,” said Debbie Goss, president and CEO of Prevent Blindness Texas. “Thanks to the generous support from our sponsors and judges, we can continue to help put kids on a path to a lifetime of healthy vision.”

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, www.facebook.com/preventblindnesstexas, www.twitter.com/PBTexas, or www.preventblindnesstexas.blogspot.com.

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