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**FOR IMMEDIATE RELEASE**

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## **Online Voting Begins Today for Prevent Blindness America's Most Beautiful Eyes Contest**

***- Every State will Have a Winner, Advance to Final Round of Judging from  
Celebrity Panel -***

**CHICAGO (Aug. 1, 2013)** – The online voting period begins today to determine the state winners and national finalists for the 2013 “Most Beautiful Eyes Contest” from Prevent Blindness America. From August 1-31, the public is encouraged to place online votes at the contest site, [facebook.com/preventblindness](http://facebook.com/preventblindness), once every 24 hours, for their choice of the child with the most beautiful eyes.

Each contestant who receives the most votes from each state (void where prohibited) 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 her nine-year-old son Jacob Shaw.

State winners will also advance to the final round of voting where the overall winner will be determined by a celebrity panel of judges. The celebrity panel includes broadcaster Larry King, host of “Larry King Now” on Ora.tv, “Fox NFL Sunday” host Curt Menefee, actress Barbara Eden, and author and financial journalist Beth Kobliner Shaw.

The grand prize winner will receive a \$10,000 educational scholarship from [Marchon Eyewear](#). Additional contest sponsors include [Real Kids Shades \(RKS\)](#), [Eagle Eyes® Optics](#) and [Walters Golf](#). 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. 8, 2013, where the \$10,000 educational scholarship will be officially awarded.

“We want to thank everyone who has entered the Contest and wish them the best of luck,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “It is our

hope that through this Contest, we can raise awareness about the importance of healthy vision for our kids.”

For more information about the Most Beautiful Eyes Contest or general children’s eye health and safety, please visit [preventblindness.org](http://preventblindness.org), [facebook.com/preventblindness](https://facebook.com/preventblindness), 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](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

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