



211 West Wacker Drive
Suite 1700
Chicago, Illinois 60606

toll free 800.331.2020
local 312.363.6001
fax 312.363.6052

preventblindness.org

For more information:

Sarah Hecker
Prevent Blindness America
Phone: (312) 363-6035
Shecker@preventblindness.org

Prevent Blindness America Announces Winner of 2013 “Most Beautiful Eyes Contest”

Grand Prize of \$10,000 Educational Scholarship Awarded to Meikayla Mixon of Arizona

CHICAGO (Nov. 11, 2013) – Prevent Blindness America is pleased to announce the grand prize winner of its 2013 “Most Beautiful Eyes Contest” as Meikayla Mixon, age 12, of Arizona. Mixon has been awarded a \$10,000 educational scholarship from Marchon Eyewear. Mixon and her family were flown to Chicago to attend the Prevent Blindness America Annual Awards Banquet on Nov. 7 at Chicago’s Conrad Hotel, where the award and scholarship were officially presented.

The national contest took place earlier this year when parents of children ages zero to 17 were encouraged to submit a photo of their child online. Voting took place on Prevent Blindness America’s Facebook page at [facebook.com/preventblindness](https://www.facebook.com/preventblindness). The contestant with the most votes from each state, with the exception of Rhode Island, advanced to the final round, followed by the selection of the grand prize winner by celebrity judges- ORA TV’s Larry King, “Fox NFL Sunday” Host Curt Menefee, legendary performer, Barbara Eden, and author and journalist, Beth Kobliner Shaw.

“Our family has long had a passion for helping those with vision issues. In fact, we heard about the Contest through our work with Guide Dogs of the Desert,” said Lorie Crabtree, Meikayla’s mother. “We’re glad to have been able to help raise awareness about the importance of healthy vision, especially for kids. And, we are thrilled about receiving the scholarship for Meikayla!”

For the third consecutive year, Marchon Eyewear supplied the national scholarship. All state winners received a pair of children’s sunglasses from Real Kids Shades (RKS) and were provided a copy of the new book, “Jacob’s eye Patch” written by Kobliner Shaw and her son, Jacob Shaw. Eagle Eyes® Optics and Walters Golf were additional contest sponsors.

“On behalf of Prevent Blindness America, I want to offer congratulations to Meikayla Mixon and her family as well as thank everyone who participated in the Most Beautiful Eyes Contest,” said Hugh R. Parry, president and CEO of Prevent Blindness America.

“Thanks to this amazing team effort, this year’s contest generated close to 50,000 votes and helped us educate the public on the gift of healthy vision.”

For more information about the Most Beautiful Eyes Contest or general children’s eye health and safety, please visit preventblindness.org, 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 or facebook.com/preventblindness.

Digital Images Available Upon Request

###