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FOR IMMEDIATE RELEASE

Deadline to Submit Entries to the “Most Beautiful Eyes Contest” Quickly Approaching

Winner of Online Contest from Prevent Blindness America to Receive \$25,000 College Scholarship

CHICAGO (August 22, 2011) – The deadline to submit entries to the “Most Beautiful Eyes Contest” from Prevent Blindness America is quickly approaching. From now until August 31st, 2011, 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](#) at facebook.com/preventblindness.

The national contest will begin the next round of online voting on Sept. 1-Sept. 30, 2011. The contestant with the most votes from each state, with the exception of Rhode Island, will advance to the final round. Celebrity judges including former television broadcaster Larry King, Derrek Lee of the Pittsburgh Pirates and NASA astronaut Walter Cunningham will decide the overall winner, as well as second and third place winners.

The most Beautiful Eyes Contest winner will receive a \$25,000 college scholarship and become the face of the Star Pupils program for one year. Star Pupils is the signature children’s eye health program from Prevent Blindness America. The second prize winner will receive a \$4,000 scholarship, followed by third place to receive a \$2,000 scholarship. The scholarship prizes are made available by Marchon Eyewear and Advantica.

“We want to encourage all parents to go online and submit their child’s photo for a chance to win a fantastic scholarship,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “We also hope that parents will take a moment to consider the importance of eye health and have their child’s vision checked.”

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, divisions and chapters, 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.