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Online Voting Begins Today for Child with the “Most Beautiful Eyes”

- For the Month of August, Prevent Blindness America Asks Public to Vote for Winner of the Most Beautiful Eyes Contest -

CHICAGO (Aug. 1, 2012) – The voting period has now begun to determine the finalists for the “Most Beautiful Eyes Contest” from Prevent Blindness America. From now until Aug. 31, the public is invited to go online and vote for their choice of the child with the most beautiful eyes at facebook.com/preventblindness. The public may vote for each entry once a day. The grand prize winner will receive a \$10,000 educational scholarship.

At the end of the voting period, the contestant with the most votes from each state, with the exception of Rhode Island, will advance to the final round. All state winners will receive a free pair of Eagle Eyes® Optics Rock-It™ Sunglasses for Kids that includes a kids’ Fisher® Space Pen. The contest is sponsored by Marchon Eyewear, Eagle Eyes® Optics, Real Kids Shades (RKS) and Walters Golf.

The contestant with the most votes from each state will advance to the final round where the overall winner will be determined by a celebrity panel of judges. The celebrity panel includes renowned broadcaster Larry King, host of “Larry King Now” on Ora.tv, “Fox NFL Sunday” Host Curt Menefee and star of stage and screen, Barbara Eden, best known for her leading role in the television classic, “I Dream of Jeannie.”

“We want to wish good luck to all of participants and encourage them to get the word out to all of their friends and family to vote for their child for a chance to win a fantastic prize- a \$10,000 educational scholarship,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “We’d also like to thank our contest sponsors for helping us use this program as a tool to remind parents on the importance of healthy eyesight for children.”

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. 2, 2012, where the \$10,000 educational scholarship will be officially awarded.

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.

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