



211 West Wacker Drive
Suite 1700
Chicago, Illinois 60606

toll free 800.331.2020
local 312.363.6001
fax 312.363.6052

preventblindness.org

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For more information:
Prevent Blindness America
Sarah Hecker
(312) 363-6035
shecker@preventblindness.org

Prevent Blindness America Declares June 3-9 as “AMD: Awareness Makes a Difference Week” In Effort to Educate Public on Leading Eye Disease

Non-profit Organization to Support Educational Efforts Across the Country on Age-related Macular Degeneration, the Leading Cause of Blindness in Older Americans

CHICAGO (May 29, 2013) – Today, more than 2 million Americans have age-related macular degeneration (AMD), according to the 2012 [“Vision Problems in the U.S.”](#) report from Prevent Blindness America. AMD is an eye disease that causes central vision to deteriorate over time, making simple activities such as driving and reading increasingly difficult. Unfortunately, there is currently no cure for AMD.

The good news is that with early detection through a dilated eye exam, and treatment, vision can be preserved. Prevent Blindness America is joining with its affiliates and partners to promote the national “AMD: Awareness Makes a Difference” program to educate adults on the disease and the steps that can be taken today, including regular eye exams, to protect vision in the future.

As part of the program, Prevent Blindness America will be offering a free magnetic Amsler grid, while quantities last, that can be placed on refrigerators, medicine cabinets, etc. An Amsler grid is a grid of horizontal and vertical lines used to monitor a person's central vision. If the lines appear wavy, distorted, or missing, it may be a sign of eye disease such as AMD. An appointment should be made with an eye doctor immediately.

“AMD is the leading cause of blindness in Americans ages 50 and older,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “By providing those in our

community with the information they need about risk factors, symptoms, and treatment options, our goal is to help keep the eyes healthy well into the future.”

For more information on the AMD: Awareness Makes a Difference event, or general information on AMD, or to request a free magnetic Amsler grid, please visit the Prevent Blindness America website at preventblindness.org/amd 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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