FOR IMMEDIATE RELEASE   
[date]

Contact:   
[office contact, phone number]

[practice name]

[office name] Helping to Cure Blindness

In World’s Countries Most in Need

**[city, state]:** For millions of people, blindness is treatable. Unfortunately, 90-percent of people suffering from vision loss live in low- and middle-income countries where a solution isn’t available. **[practice name]**, a Global Partner with Cure Blindness Project, is helping restore and regain sight to thousands in sub-Saharan African and South Asia.

As a Global Partner, **[practice name]** funds cataract surgeries at Cure Blindness Project outreaches from practice revenue earned from performing similar surgeries locally. This program allows patients across the globe to experience the same results as patients of **[practice name]**.

A new policy paper released by the Seva Foundation found that investing in eye health produces the best results with $1 invested yielding $36 in benefits - six times greater than the typical development intervention.

“The generosity of **[practice name]** is changing the trajectory of thousands b

y allowing patients to regain their lives by restoring their sight,” says K-T Overbey, CEO of Cure Blindness Project. “As an advocate of eye health, they are living their mission by committing to help not only their own patients but also patients they’ll never meet.”

Cure Blindness Project has core country operations in Nepal, Bhutan, India, Ethiopia and Ghana. Expansion initiatives are underway in South Sudan, Tanzania, Eritrea, the Philippines and Somaliland.

Without care, blindness dramatically affects individuals, their families and their communities.

* Blind children are more likely to die in childhood than children with good vision, especially in low-income countries (IAPB Vision Atlas).
* Vision loss is linked to social exclusion more broadly, including the experience of negative attitudes, violence and bullying, sexual assault, and loneliness (Unite for Sight).
* The restoration of sight helps break the cycle of poverty and inequity (Lancet). Studies show that as many as 90-percent of blind individuals in poor communities cannot work (World Economic Forum). 55-percent of the world’s blind are women - and 90-percent of women who are blind are living in poverty (IAPB Vision Atlas).
* Sight helps people learn. Children can learn twice as much when they see clearly (BMJ).

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