

# Eye on Health<sup>®</sup>

## Betty White Urges Seniors To Take Advantage Of Free Eye Exams

(NAPSA)—A new national health campaign is working to remind the senior community about the value of eyesight.

“I truly understand the importance and value of eyesight. It is a precious gift that should not be taken for granted,” says multiple Emmy-winning actress Betty White, who has teamed up with EyeCare America to remind seniors: “Don’t Lose Sight of Your Independence.”

The three-month promotional campaign runs May 31 through September 1 and encourages people to call the EyeCare America Seniors EyeCare Program. This program offers eye exams and up to one year of medical care at no out-of-pocket cost for seniors who are without an ophthalmologist (a medical eye doctor).

EyeCare America’s Seniors EyeCare Program is designed for people who:

- Are U.S. citizens or legal residents
- Are age 65 and older
- Have not seen an ophthalmologist in three or more years
- Do not belong to an HMO or the VA.

To supplement its award-winning referral program, EyeCare America has recently created a new Web site specifically designed to assist online users in learning more about vision-limiting diseases such as cataracts, glaucoma and macular degeneration.

The site, [eyecareamerica.org](http://eyecareamerica.org), contains up-to-date clinical information about eye diseases that is reviewed by certified ophthalmologists, with links to current treatments and even an interactive

tour of the eye’s anatomy. Visitors can share important health topics with family and friends through a convenient e-mail forward function and order free brochures that give in-depth information on treatment, tests/diagnoses, causes and risks factors for a wide variety of common eye diseases.

Other easy-to-use functions include online tools such as a vision simulator, which allows users to see how vision would be affected from common eye diseases, and informative videos created by the American Academy of Ophthalmology that will provide visitors with a complete interactive experience.

“I’m happy that I can do my part in helping older Americans get the eye care they need,” adds White. “I only hope that seniors across the country will pick up the phone and take advantage of EyeCare America’s free eye exams. It’s a call that can save their sight.”

EyeCare America, a public service program of the Foundation of the American Academy of Ophthalmology, operates one of the largest programs of its kind in American medicine. All eligible callers receive a referral to one of 7,000 volunteer ophthalmologists. The seniors program—co-sponsored by the Knights Templar Eye Foundation, Inc.—provides a comprehensive eye exam and care for any disease detected in the initial visit for up to one year, at no out-of-pocket cost.

For additional information on the “Don’t Lose Sight of Your Independence” campaign, call (800) 222-EYES (3937) or visit the Web site at [www.eyecareamerica.org](http://www.eyecareamerica.org).