

Vision Health Month May 2010 Proclamation

Whereas, CNIB is celebrating Vision Health Month in May 2010 to raise awareness about the importance of safeguarding vision health;

Whereas, more than 836,000 Canadians are living with significant vision loss, including 370,000 Ontarians.

Whereas, an additional 4.25 million Canadians have some form of age-related macular degeneration, diabetic retinopathy, glaucoma or cataracts – and if left untreated most of these people will be at risk of significant vision loss;

Whereas, regular eye exams are the best form of early detection and prevention – improving the chances of detecting any of the four major eye conditions early enough to help control and treat the disease;

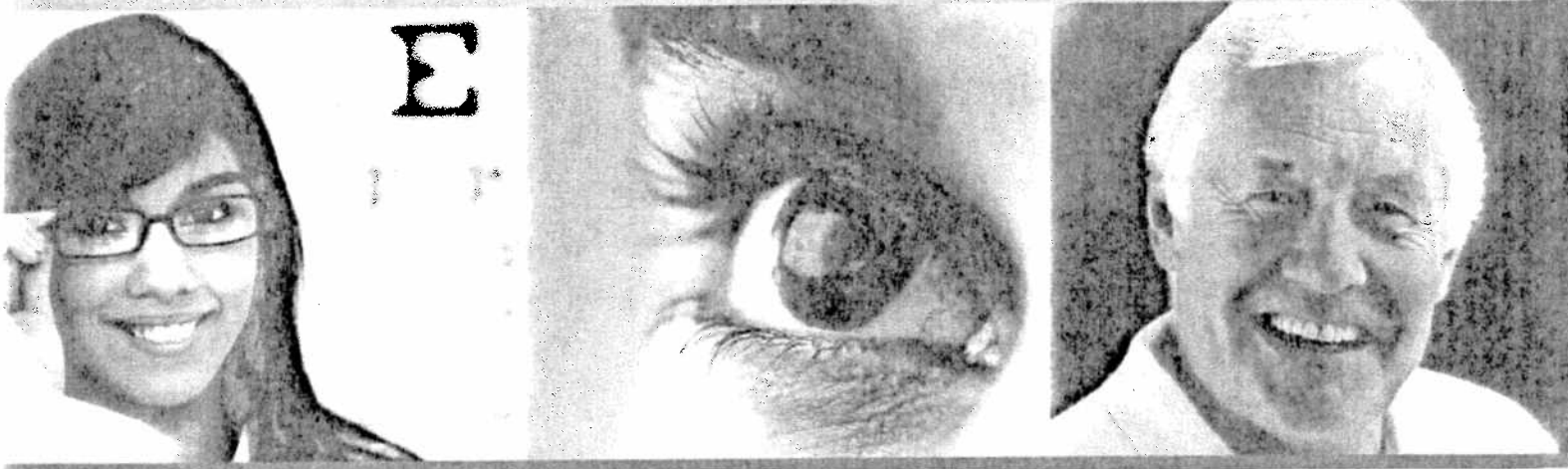
Whereas, wearing sunglasses protects our eyes from harmful UVA and UVB rays;

Whereas, CNIB has declared May 27 “Shades of Fun Day” and asks people to wear their sunglasses to work and consider a \$2 donation to CNIB.

And

Whereas, CNIB passionately provides community-based support, knowledge and a national voice to ensure

CNIB Vision Health Month



Make vision health your priority this May. CNIB has fun and engaging activities promoting the importance of protecting your eyes and preventing eye disease.

MAY

Vision Risk Assessment May 1 – 31, 2010

How healthy are your eyes? Visit your eye doctor for regular exams and take the CNIB Vision Risk Assessment to learn more about risk factors for eye disease at **cnib.ca**.

The Great Canadian Yoga Stretch May 1 – 31, 2010

What is your stretch goal? Between May 1 – 31, take part in CNIB's national yoga campaign in support of Canadians who are blind or partially sighted. Challenge yourself with your own personal stretch goal and join CNIB in the Great Canadian Yoga Stretch. Raise funds and get fit. Whether you are just trying yoga out or are a yogi who has been practicing for some time, the program is for everyone. Visit **greatcanadianyogastretch.ca** for more information.

Shades of Fun Day May 27, 2010

What is your shade of fun? Protecting your eyes from sun exposure is important. On May 27, people across the country will be wearing their sunglasses to work or school while raising funds for CNIB. Visit **shadesoffunday.ca** to participate!

We're Here To Help You

If you or someone you care about is living with vision loss, CNIB can help. We provide the confidence, skills and opportunities for people who are blind or partially sighted to enjoy life to the fullest. Contact us today at **cnib.ca** or **1-800-563-2642** for more information.

SHADES OF FUN

MAY 27, 2010

Protect your eyes. Fundraise for CNIB. Have fun!

THE EVENT

On Thursday, May 27, 2010, be part of something that makes a difference. Join thousands of Canadians from coast to coast on Shades of Fun day – and help raise awareness about vision health and give people with vision loss the confidence, skills and opportunities to fully participate in life.

Slip on your favourite shades to protect your eyes from sun damage, and raise money in support of CNIB's vital programs and services for blind and partially sighted Canadians. It's easy: just choose a fundraising activity that matches your organization's shade of fun, get your colleagues involved, and then have a good time for a great cause!

THE IMPACT

Every last dollar you raise on Shades of Fun day will help improve the lives of blind and partially sighted people from across Canada.

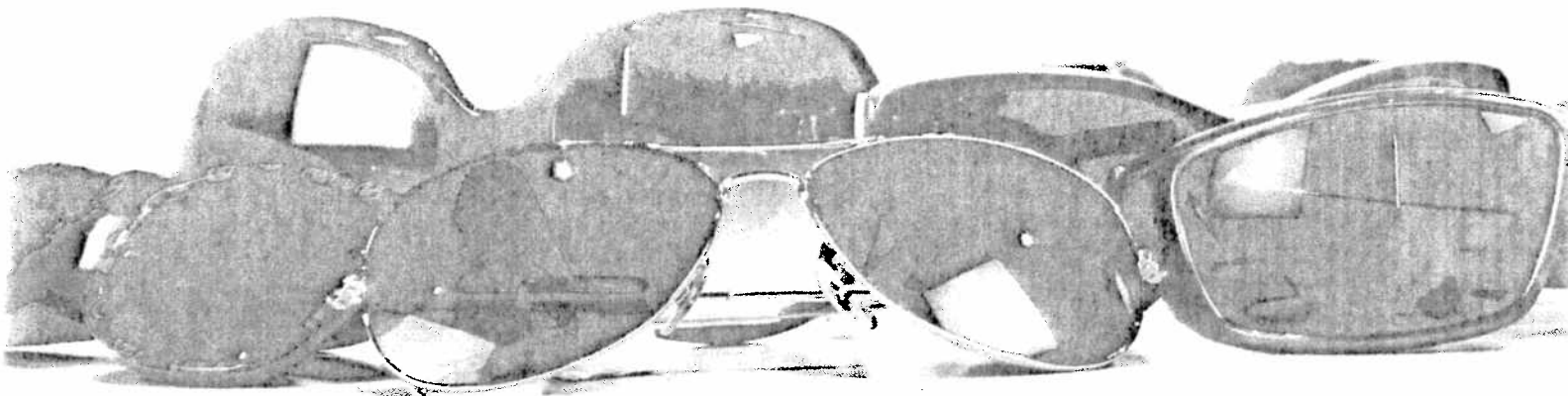
Today, there are 836,000 people in Canada living with significant vision loss. In the next 25 years, that number is expected to double.

CNIB's goal is to be able to help every last one of those Canadians with practical, one-to-one support delivered in their own homes and communities. Your support today will help fund our vital services and develop new programs that will change the lives of Canadians with sight loss. Thank you for giving to CNIB.

at www.shadesofunday.ca

cnib
vision health. vision hope.

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How to take part

[Shades of Fun day is generously supported by Peeks Eyewear]

RAISE FUNDS

Taking part in **Shades of Fun** day is quick, easy and – most of all – a lot of fun. Here are some ideas to get you started:

- Have your team pay a fee for an office casual day.
- Hold a contest to see who's got the wackiest pair of sunglasses. Charge an entry fee, and split the pot between the winner and CNIB.
- Start a donate-a-day-of-pay campaign where everyone donates a day's worth of pay to CNIB.
- Organize a pay-what-you-can lunch 'n' learn.
- Match the funds your employees raise dollar for dollar.

GET YOUR SHADES

Purchase a limited pair of Peeks Eyewear sunglasses with 100% UVA and UVB protection and **all proceeds** will go directly to CNIB's vital programs and services. They're available exclusively through CNIB for only \$5 a pair or in packs of 5 for \$20.

Purchase five-packs of Peeks Eyewear sunglasses at **www.shadesoffunday.ca** or visit your local CNIB office to buy individual pairs. Every pair of Peeks sunglasses comes in a CNIB-branded protective pouch.

Spread the word about vision health

Only nine per cent of Canadians know that overexposure to sunlight can cause long-term, irreversible damage to our eyes, putting us at a higher risk for AMD and cataracts. CNIB recommends wearing sunglasses with at least 99 per cent UV protection to avoid sun damage.

1-800-563-2642 • www.cnib.ca