Vision Direct Donates over $10,000 USD in Prescription Glasses to Prevent Blindness in Rural Areas of China

Shanghai, China (January 14, 2009) – ORBIS International, a non-profit organization for the elimination of avoidable blindness in developing nations, and Vision Direct are dedicated to providing accessible eye care across the world.

“ORBIS was the first organization to introduce multi-tier pricing for rural eye care services in China. Having an intimate knowledge of the availability and need for eye care services in deprived areas, ORBIS was an ideal partner allowing [Vision Direct] to make the most worthy contribution to those genuinely in great need,” – Vision Direct Spokesman.

Through capacity building, ORBIS provides training in technical care, management, health administration and finance, a strategy to develop self-sufficiency in avoidable blindness prevention treatments. With offices in Bangladesh, China, Ethiopia, India, Peru, Jamaica and Vietnam, ORBIS International’s eye health professionals give training and care to those in great need.

Vision Direct donated over $10,000 (retail value) worth of prescription eyewear to prevent blindness in rural areas of China. Last Year, Vision Direct Optical donated glasses to hundreds of men, women and children in China’s autonomous region of Inner Mongolia. This contribution will soon be renewed in early 2009, which will exponentially reach more patients each year with ORBIS International’s Flying Eye Hospital.

The Flying Eye Hospital, a converted DC-10 jet, is a fully equipped, state-of-the-art, mobile eye care facility. Each year the donated jet travels around the world to treat pre-selected patients and exchange knowledge and skills with local doctors. Prior to the arrival of the Flying Hospital, local doctors select patients whose conditions match the specialties of the program, and therefore treat the patients most likely to benefit. Preference is given to the bilaterally blind, children and the most likely to have significant vision improvement after treatment. ORBIS has saved the sight of millions and the Flying Hospital has visited over 70 countries since 1982. To learn more about ORBIS International or to donate please visit: www.orbis.org

Vision Direct is an online retailer of designer eyewear and contact lenses. Vision Direct is dedicated to saving sight in developing countries by working with NGOs and social organizations to reach numerous patients each year. Utilizing these organizations’ well established networks enables Vision Direct to contribute industry knowledge, as well as prescription eyewear, to reach those in need. To learn more about Vision Direct and their community outreach programs, please visit: www.visiondirect.com.au

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