



World Sight Day 2018

World Sight Day (WSD) is an annual day of awareness held on the second Thursday of October, to focus global attention on blindness and vision impairment. World Sight Day 2018 is on 11 October 2018.

This year LEHP is focusing their promotional and marketing efforts towards the importance of Children's Eye Health. We need all Lions clubs to get involved in order to make an impact! We are implementing a 2 stage promotional initiative!



1. Local Libraries



LEHP has created a **magnifying bookmark** with a key message of **'as a rule test young eyes before starting school'**. We are encouraging clubs to order a bulk supply of the bookmarks and donate them to their local library. During the months of October we are asking librarians to distribute a bookmark every time a child checks out a book.

Accompanying the bookmark will be a LEHP brochure - reminding parents of the importance of having their children's eye's assessed.

LEHP is offering the magnifying bookmarks to Lions clubs at a subsidised cost of \$50 per 100 bookmarks.

2. Bumper Stickers

Outside car bumper stickers have been created to compliment the World Sight Day children's campaign.

These stickers are free of charge. We encourage Lions clubs to order a bulk supply and place them on motor vehicles, shop windows, preschools and community noticeboards.



To order World Sight Day resources - please complete the form below accompanied with payment:

Lions Club Name: _____ Contact Person: _____

Address: _____

Phone: _____

Email: _____

Qty Bookmarks: _____ Total Cost _____
(\$50 per 100 bookmarks)

Qty Bumper Stickers: _____
(free)

Please send order form and payment to: LEHP- Australia: PO Box 433 Wahroonga NSW 2076

EFT Payment available: Account Name: Lions Eye Health Program BSB: 633 000 Account Number: 108999475
Please use your club name and WSD18 as a reference!

All cheques made out to Lions Eye Health Program - Australia