**Give the Gift of Sight This Holiday Season**Ophthalmologists nationwide provide eye exams and care to seniors in need

It’s a fact of life. When people reach their senior years, they are at high-risk for developing age-related eye diseases that can lead to blindness if not caught and treated in time. The good news is, people can take steps to protect themselves through a simple eye exam.

This holiday season, give the gift of sight by connecting an older loved one with an ophthalmologist in [state], who can provide eye exams often at no out-of-pocket cost through the American Academy of Ophthalmology’s [EyeCare America](https://www.aao.org/eyecare-america)® program, in partnership with [name of state society].

This year-round program is designed for seniors, age 65 and older, who have not seen an ophthalmologist, a physician who specializes in medical and surgical eye care, in three or more years. Eligible patients will be matched with a nearby volunteer ophthalmologist and receive a medical eye examination and up to one year of care for any condition diagnosed, during the initial visit.

Connecting friends and family members with an eye exam may be the most lasting gift you can give. Give the gift of sight to a special senior this holiday season.  
  
EyeCare America® has helped more than 1.8 million people since 1985. Its sight-saving services are made possible through the generous support of the Knights Templar Eye Foundation Inc., with additional support provided by Alcon.

Sincerely,

[NAME]