

The Eye Institute News
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NBC10 ANCHOR, ROSEMARY CONNORS, TO HOST
“LOOKING OUT FOR KIDS” ANNUAL VISION BENEFIT

*Proceeds help provide vision care for under-insured and uninsured children
in and around Philadelphia*

PHILADELPHIA – NBC10 Anchor/Reporter, Rosemary Connors, will host **The Eye Institute of Salus University’s** eighth annual **“Looking Out for Kids”** benefit from which all proceeds support vision services for youth. The event will be held at the **Hafter Student Center** on the **Elkins Park campus of Salus University – 50 Breyer Drive** - on **Saturday, November 1, 2014** at **7:30 p.m.** and includes Philadelphia-themed entertainment and a silent auction.

Emmy-winning journalist Rosemary Connors is the anchor for NBC10’s weekend morning newscasts and a reporter for NBC10 News during the week. Connors is a three-time Mid Atlantic Emmy Award winner, most recently for her ongoing coverage of school closures in the Philadelphia School District. In 2012, Connors was named “News MVP” by the Delaware County Daily Times. During the 2012 Presidential Election, she served as the station’s political reporter covering the Republican and Democratic National Conventions, the debates, and the inauguration. In addition to her reporter-anchor roles, she recently earned her J.D. from Temple University’s Beasley School of Law.

All proceeds from the “Looking Out for Kids” vision care initiative help provide vision care for under-insured and uninsured children in Philadelphia and its surrounding communities. Early diagnosis and treatment of vision problems in children is key. One in four children suffers from visual difficulties, which can adversely impact their school performance and impede social development. Since its inception, the “Looking Out for Kids” program has brightened thousands of children’s lives to enhance educational performance.

Working with the School District of Philadelphia nurses during the 2013-14 academic year, The Eye Institute provided the following services to children in Philadelphia’s public schools:

- Vision screenings to 1,649 children (737 children required vision correction).
- Comprehensive vision and ocular health examinations to more than 336 children at one of The Eye Institute of Salus University’s three locations.
- Distributing more than 530 pairs of eyeglasses to Philadelphia’s public school children.

The Eye Institute also collaborated with the Norristown Area School District to establish a school-based eye clinic that was moved from school to school according to need. School nurses identified children who received comprehensive vision care in their own schools and when eyeglasses were needed, two pairs were provided – one set for home and another set for school. During the 2013-2014 academic year, 185 children were examined in five schools and 334 pairs of eyeglasses were dispensed. The success of the 2013 “Looking Out for Kids” benefit helped provide the necessary program funding.

The “Looking Out for Kids” charity fund also provides vision care services and eyeglasses to uninsured children referred to The Eye Institute of Salus University from the Philadelphia City Health Centers, Delaware Valley Community Health, Inc., and the Greater Philadelphia Asian Social Service Agency (GPASS).

To purchase tickets, become a sponsor or make a tax-deductible donation, please contact Alexis Abate at 215.276.6158, email LookingOutforKids@salus.edu or visit www.TEIvision.com/LOFK.

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About The Eye Institute (TEI): The Eye Institute, since opening its doors in 1978, has been a valuable vision care resource for Philadelphia and all of the Delaware Valley. As the clinical practice of the Salus University Pennsylvania College of Optometry, TEI employs a multidisciplinary approach – with optometrists, ophthalmologists, opticians, optometric technicians, optometric interns (trainees) and other health care professionals working together to provide total vision care for nearly 50,000 patients annually. The Eye Institute has locations in Oak Lane, East Falls and Chestnut Hill.

About Salus University: Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Education and Rehabilitation for the Blind and Visually Impaired, Biomedicine and Occupational Therapy. The University has more than 1,100 students, including PhD candidates, and more than 10,000 alumni worldwide. For more information, please visit www.salus.edu.