



FOR IMMEDIATE RELEASE
Date: September 15, 2016

Contact: Cathy Shea
856-642-6226
cathy@thomasboyd.com

“LOOKING OUT FOR KIDS” TENTH ANNUAL VISION BENEFIT TAKING PLACE
OCTOBER 29

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

PHILADELPHIA –Salus University’s tenth annual “Looking Out for Kids” charity fundraiser will take place on Saturday, October 29, 2016. The event will be held at the Hafter Student Center on the Elkins Park campus of Salus University – 50 Breyer Drive at 6:30 p.m. The 50’s sock hop-themed event will include an online auction, full buffet, cocktails and entertainment.

All proceeds from the “Looking Out for Kids” charity fundraiser help provide vision care services and eyeglasses for economically disadvantaged children in Philadelphia and its surrounding communities. Early diagnosis and treatment of vision problems in children is critical. 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 positively impacted the lives of thousands of children by providing the necessary vision care and eyeglasses that help to ensure classroom success.

Funds raised during last year’s event helped to provide over 550 comprehensive eye exams, over 2,100 vision screenings, and over 960 pairs of eyeglasses to children who do not have direct access to vision care. The title sponsor for this year’s event is Essilor of America, Inc.

As part of its “Looking Out for Kids” fundraising effort, Salus University is holding an online auction featuring items such as sports memorabilia, artwork, household items, and gift certificates for local establishments including an overnight deluxe weekend stay at the Westin Philadelphia, and a four course dinner at JNA Institute of Culinary Arts. To participate in the online auction, visit biddingforgood.com/lookingoutforkids.

Tickets for the event are \$100 each or five for \$400. To purchase tickets, become a sponsor, or make a tax-deductible donation, please contact Alexis Abate at 215-780-1390, email LookingOutforKids@salus.edu or visit SalusUhealth.com/LOFK.

###

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, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in the Philadelphia area that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, including PhD candidates, and more than 12,500 alumni worldwide. For more information, please visit www.salus.edu.