



FOR IMMEDIATE RELEASE

Date

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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 **Salus University’s** ninth annual “**Looking Out for Kids**” charity fundraiser 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 14, 2015** at **6:30 p.m.** and includes an online auction, full buffet, cocktails and superhero-themed entertainment.

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. She recently earned her J.D. from Temple University’s Beasley School of Law.

All proceeds from the “Looking Out for Kids” charity fundraiser help provide vision care services and eyeglasses 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.

Funds raised during last year’s event helped to provide over 500 comprehensive eye exams, over 2100 vision screenings, and over 850 pairs of eyeglasses to children who do not have direct access to vision care.

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

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 Anna Saracino at 215-276-6158, email LookingOutforKids@salus.edu or visit www.TElvision.com/LOFK.

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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 1,100 students, including PhD candidates, and more than 12,500 alumni worldwide. For more information, please visit www.salus.edu.