



For Immediate Release
August 8, 2018

Contact: Macy Zhelyazkova
215-780-1284

Looking Out for Kids Lighthouse Award Recipient Announced

Elkins Park, Pa. – President and CEO of the Fund for the School District of Philadelphia, Donna Frisby-Greenwood, has been announced as the recipient of Salus University's third annual "Looking Out for Kids" Lighthouse Award. She will accept the award at the twelfth annual "Looking Out for Kids" (LOFK) fundraising event on November 3, 2018 at Hilton City Avenue in Philadelphia.

Ms. Frisby-Greenwood was nominated for her work with children in Philadelphia. She currently serves as the first president and CEO of the Fund for the School District of Philadelphia. In her position, she is responsible for facilitating partnerships with the Right Books program, which puts a library in every kindergarten to third grade classroom; Symphony for Broken Strings, fixing broken instruments donated to schools; and placing AED's (automated external defibrillators) in Philadelphia schools.

"I am excited to earn this award that is designed for people like myself who advocate for young people," Frisby-Greenwood said. "I have spent half of my life advocating [for the youth] and it's great to be recognized for the work I am doing."

Those nominated for this prestigious award are beacons of light and sources of strength in the community in which they live, work, and serve above and beyond their occupations. Annually, one or more Lighthouse Award recipients are nominated, selected and then honored for their extraordinary service that substantially benefits the health and well-being of disadvantaged and underserved children and youth in the greater Philadelphia area.

"Ms. Frisby-Greenwood is the perfect recipient of this award," said Dennis Washington, vice president for Institutional Advancement and Community Relations for Salus University. "She is someone who is well respected and gets things done."

Since its inception, Salus University and its clinical facilities have been dedicated to protecting, promoting, and improving health and well-being through the delivery of outstanding health sciences education, leading-edge research, patient care, and community service to diverse populations in the United States and worldwide. The LOFK vision care initiative and fundraiser was first held in 2007 and is emblematic of the mission to make a difference in the communities we serve in Philadelphia and its surrounding communities. In reflection and recognition of the continuing success of this program, Salus University created the Lighthouse Award for stellar, selfless, path finding community service in 2016.

Money raised at the LOFK annual fundraiser provides thousands of vision screenings annually, comprehensive eye examinations for hundreds of children who fail the screening, and two pairs of eyeglasses each to underserved and underinsured children in Philadelphia and Montgomery County schools through The Eye Institute.

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, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in Philadelphia and Montgomery counties that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 14,000 alumni worldwide. For more information, please visit www.salus.edu.