



For Immediate Release
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Salus University Fundraiser for Kids Returns After Pandemic Pause



Emmy Award-winning anchor and reporter, Rosemary Connors (pictured above at 2018 event), from NBC10 News in Philadelphia will host Salus University's 14th annual Looking Out For Kids fundraiser event virtually Saturday, May 1 at 6:30 p.m.

Elkins Park, Pa. — After a one-year hiatus due to the COVID-19 pandemic, Salus University will host the 14th annual Looking Out For Kids (LOFK) fundraiser event virtually **Saturday, May 1 at 6:30 p.m.** The LOFK initiative impacts economically disadvantaged children who need vision and hearing services in Philadelphia and its surrounding counties.

Event highlights include hosting by Emmy Award-winning anchor and reporter, Rosemary Connors, from NBC10 News in Philadelphia and special recognition of TD Bank as the recipient of the Salus University 2021 "Lighthouse Award".

"Children are the future. When you invest in them, they're stronger and the community gets stronger," said Thomas Shoemaker, TD Bank's Pennsylvania market president. "Those children are the next generation of leaders and stewards of their communities. It's critical that we support them."

Since 2014, the TD Charitable Foundation has contributed \$74,000 to Salus University's "Looking Out For Kids" Norristown Area School District programs. Shoemaker and Geoff Brandon, TD Bank's regional vice president, will accept the award on behalf of the bank during the livestreamed, virtual event.

"We are thrilled that TD Bank is this year's LOFK Lighthouse Award winner," Salus President **Michael H. Mittelman, OD '80, MPH, MBA, FAAO, FACHE**, said. "Our relationship is more than just one of a business association, as they have genuinely become partners with us on many fronts. There is no better example of corporate citizenship and we could not ask for better partners than TD."

Since establishing the LOFK charity in 2007, The Eye Institute (TEI) of Salus has provided comprehensive vision care services and eyeglasses to children from Philadelphia and its surrounding school districts. All proceeds raised during the annual charity event help provide vision care and eyeglasses to some of the most vulnerable youth in the region.

Despite the challenges presented during the COVID-19 pandemic in 2020, the University's pre-pandemic programs for the 2019 school year were able to offer vision screenings to more than 4,300 school-aged children; offer hearing screenings to more than 3,000 children; distribute more than 920 pairs of glasses to children; and provide hearing technology to three children.

For more information or to purchase virtual tickets or VIP reception boxes online, visit www.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, 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.