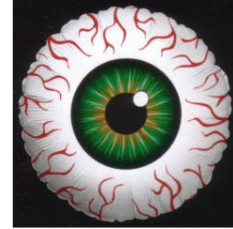




PRESS RELEASE

Main Sponsor:



130 NEEDY RESIDENTS FROM BISHAN-TOA PAYOH GRC TO RECEIVE FREE EYE SCREENING AND SPECTACLES AT 1st EVER GRC-WIDE EYE CARE DAY ORGANISED BY THE ADVENTIST HOME FOR THE ELDER

- ***The Lens Men optometrists and opticians will screen invited needy residents, including children and the elderly for common causes of poor vision, including myopia, hyperopia, glaucoma and cataracts***
- ***The Lens Men will donate as many brand new prescription spectacles as needed***
- ***A community partnership – This event is supported by Bishan-Toa Payoh GRC CCCs and 3 MPs from the Bishan-Toa Payoh GRC to officiate event, with Guest of Honour being Mr Zainudin Nordin the Mayor of the Central Singapore District.***
- ***150 goodie bags to be given to the invited needy residents***

Singapore – 2 September 2010 – On Sep 5, 2010 (Sunday), three Members of Parliament from the Bishan-Toa Payoh GRC will officiate at the first ever GRC-wide Eye Care Day. The Guest of Honour is the Mayor of the Central Singapore District, Mr. Zainudin Nordin and the other two Special Guests are MPs Mrs Josephine Teo and Mr. Hri Kumar Nair. The event will be held at the void deck of Block 195, Kim Keat Avenue.

Benefiting 130 invited needy residents, Eye Care Day aims to provide free eye-screening and outfit them with new spectacles, as needed. The Lens Men and its Eye Care-a-Van – Singapore's first and only mobile eye screening unit – will have four optometrists and opticians on-site.

In addition, an experienced Consultant Eye Surgeon will be in attendance to give free consultation for the more difficult cases.

This is the 2nd year running that the Adventist Home for the Elders (AHE) is hosting this community project. The 1st Eye Care Day was held last September together with The Lens Men in the Toa Payoh East area, where 101 needy residents benefitted. It was well received and this year's event is extended to invited needy residents throughout the entire Bishan-Toa Payoh GRC.

“As Singapore moves towards embracing the Silver Tsunami, we need more efforts like this Eye Care Day with focus on the elderly. It is also heartening that the young from underprivileged families are included in the eye-screening. I want to congratulate (i) the organizer, Adventist Home for the Elders, for putting this event together for the 2nd Year, (ii) the sponsors, especially Main Sponsor The Lens Men for their sterling contributions, (iii) our volunteer eye surgeon on hand Dr. Lynn Yeo, as well as (iv) all the volunteers”, said Mayor Zainudin Nordin.

One of the beneficiaries this year will be 74 year-old Mr Roland Heng Aw Chye. Donning a pair of glasses that have seen the wear and tear of the past years, he burst out with joy when he was told of the free eye-

screening, "It's fantastic! My pair of glasses is six years old and my vision is blurring. I am longing for a free eye-check!" Another elderly resident, 89-year-old Mdm Ho Cheng Bee, is suffering from poor vision and was delighted to hear of the kindness extended by The Lens Men.

Commencing 9:30 am (Guest of Honour arrival is at 11am) this Sunday Sep 5, the eye screening aims to diagnose vision problems such as myopia (short-sightedness) and hyperopia (long-sightedness, common in older adults), as well as ailments such as glaucoma and cataracts. Eye diseases detected in early stages have a higher incidence of being cured; if left untreated, complications such as eventual blindness may occur. The Lens Men will donate brand new spectacles for all beneficiaries who require vision correction. Blood pressure and Body Mass Index screening will also be done by AHE volunteers with equipment loaned from OSIM.

"We are honoured and grateful for the opportunity to be a part of this Eye Care Day once more, especially on such a wider scale this year," said Peter Koh, Managing Director of The Lens Men. "It is our mission to help as many underprivileged Singaporeans as possible see better – primary eye care is a basic need, not a luxury. Vision correction can help the elderly avoid accidents and children study better – just a few of the benefits we hope to provide at this event."

The Home is also giving away goodie bags to these invited participants. Irene Tan, Executive Director of the Home, said: "we are grateful to all our sponsors for this event and some donors (like Cerebos, Seventh Heaven Ice Cream and Yeo's) wish to give a treat to the less privileged. We are happy to do our part to uplift the quality of life of our Home residents and neighbours."

About the Adventist Home for the Elders

Established since 1981, the Adventist Home for the Elders is a Volunteer Welfare Organisation that has Institute of Public Character (IPC) status to provide care and shelter for some 38 residents regardless of race, language or religion. In March 2009, we became the 1st sheltered home for aged and elderly destitute to be installed with an Automated External Defibrillator (AED) and we have since then installed a 2nd AED in the vicinity of a 24-hour coffee shop at Kim Keat Palm (Toa Payoh Lor 7). We welcome volunteers to assist in the various activities of the Home or to participate in our AED+CPR trainings. Visit us at <http://www.adventisthome.org.sg/>.

The Home has just undergone a major refurbishment in order to provide its residents with a more pleasant environment to live in as well as provide them with more facilities such as a new Gym/Exercise Area to engage them in active ageing. DP Architects/DP Design, a renowned architectural firm provided pro bono assistance in drawing up the new layout and plans for the refurbishment.

About The Lens Men

The Lens Men and sister boutique The Eye Site are Singapore's premier chain of optical retail stores. Founded on the philosophy of "Not just eye care – we care," The Lens Men has blazed a trail in the local eyewear scene, setting the trend for prescription eyeglasses doubling up as fashion statements. The Lens Men and The Eye Site are home to 30 optometrists, contact lens practitioners and opticians, who enjoy serving all customers new and old, including multi-generations of customers whose families have now become good friends. Always a cornerstone of the local community, The Lens Men pledges to help the less fortunate with a variety of eye care services. Please visit The Lens Men and The Eye Site online at www.TheLensMen.com.

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