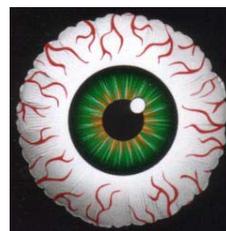




PRESS RELEASE

Main Sponsor:



100 NEEDY RESIDENTS FROM TOA PAYOH EAST TO RECEIVE FREE EYE SCREENING AND SPECTACLES AT 1st EVER EYE CARE DAY ORGANISED BY THE ADVENTIST HOME FOR THE ELDER

- *The Lens Men optometrists and opticians to screen needy residents for common causes of poor vision, including myopia, hyperopia, glaucoma and cataracts*
- *The Lens Men will donate up to 100 pairs of brand new spectacles as needed*
- *A community partnership - MP for Bishan-Toa Payoh GRC Mrs Josephine Teo to officiate event hosted by sheltered home for needy community residents*

Singapore – 14 September 2009 -- With the aim of bringing eye care to needy residents of Toa Payoh East, the Adventist Home for the Elders (located at Block 195 Kim Keat Avenue Singapore 310195) will host its first ever Eye Care Day for 100 invited beneficiaries in a program to be officiated by Mrs. Josephine Teo, MP for Bishan-Toa Payoh GRC and Advisor to Bishan-Toa Payoh GROs on 21 September 2009. The Lens Men and its Eye Care-a-Van – Singapore's first and only mobile eye screening unit – will provide free eye screening for all participants and donate brand new spectacles as needed.

Amongst the beneficiaries of this project is 93-year-old Mdm Lee See Nai who has never visited an optician, let alone own a pair of glasses! Mdm Lee exclaimed in her inimitable Cantonese: "Wow! I've never had my eyes checked before! Thank you for making this arrangement." Another recipient will be Mr. Kang Siew Keng, 64, a resident of the Home who is also on Public Assistance. He is delighted when he heard that he was going to get a new pair of glasses from the LensMen, because one side of his pair of glasses has dropped off for a few weeks. Mr. Kang said: "I'm really looking forward to this!"

Beginning at 9:30AM, The Lens Men optometrists and opticians will screen 35 senior residents of the Adventist Home for the Elders and 65 invited residents from the neighbourhood identified by the Toa Payoh East CCC, including children. The eye check will diagnose vision problems such as myopia (short-sightedness) and hyperopia (long-sightedness), 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 those screened who require vision correction. Blood pressure and Body Mass Index screening will also be done by Adventist Home volunteers.

The gift of sight is marvelous but all too often taken for granted, especially for those above 60. Statistics in Singapore reveal that 10.1 percent of those above 60 have difficulty in seeing, and increases to 19.8 percent for those aged 75 and above. In addition, Chinese seniors – a large majority in the Toa Payoh East neighbourhood – have greater propensity of contracting Primary Angle Closure Glaucoma (PACG), also known as the "Silent Thief of Sight", unless detected early.

"Toa Payoh East is a micro-sample of our aging population in Singapore, with 30 percent of our residents above 60. Early detection for eye disease and free prescription spectacles will allow our needy residents to have a better quality of life," said Mrs. Teo. "As for younger residents from families who need help, with a proper pair of spectacles and other forms of community financial support, I hope they will be motivated to do better in their studies and eventually improve their family's overall financial well-being."

"I thank our main sponsor, The Lens Men, and the Adventist Home for the Elders for spearheading this effort to involve the needy in the community beyond its sheltered residents. You have made that difference in the lives of our underprivileged residents."

"It's important to focus on the vision needs of the elderly and children, as the inability to see well can result in dangerous accidents for the seniors and classroom difficulties for the students," said Peter Koh, Managing Director of The Lens Men. "We launched the Eye Care-a-Van to help as many Singaporeans who can't afford eye care as possible, and sincerely appreciate the opportunity to help beneficiaries in Toa Payoh East."

"We are grateful for the strong support received for this community partnership in our first Eye Care Day from The Lens Men, Toa Payoh East CCC and OSIM for the loan of their BMI/blood pressure monitor equipment," said Irene Tan, Executive Director of the Adventist Home for the Elders. "We hope to do more in the near future for the Toa Payoh East community."

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), which is placed in the common corridor for public use. 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/>

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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