

Media Advisory

Deadline for Public Sponsoring of Eye Exams for the Less Privileged Extended to 1st March 2010

Johnson & Johnson Vision Care, the world leader in vision care, launched The Bright Ribbon Campaign on the 5th of November 2009 in an effort to raise the standard of eye health in Singapore.

In the CSR portion of the campaign, the public can visit the campaign website www.brightribbon.com.sg to sponsor thorough eye exams for the less privileged youth in Singapore Boy's Town, Gracehaven and Beyond Social Services. This is done through the simple process of a few clicks of the mouse, and at no monetary cost.

These thorough eye exams conducted by graduating students under the close supervision of their lecturers at the Singapore Polytechnic Optometry Centre are currently available to members of the public in a similar fashion, and are subject to a fee. The cost of the eye exams for the less privileged youth garnered through the Bright Ribbon Campaign website will be absorbed by the Singapore Polytechnic Optometry Centre.

To facilitate the spirit of giving this festive season, the campaign will extend the previously set deadline of the 30th of November to the 1st March 2010 for the public to do their bit in adding to the total number of eye exams for the less privileged youth in Singapore.

The 1st March 2010 deadline will cease if the target number of eye exams is reached prior to that and the public is encouraged to visit the website to sponsor, and to spread the word to their family and friends so as to help the campaign achieve the goal of 1000 free eye exams for the youth in the three charity partners.

-End-

For Further Media Enquiries:

Fadilah Amir Hamzah
PR Executive
SPRG
+65 6325 8263
Email: fadilah.ah@sprg.com.sg