



**\*\*\*Media Alert\*\*\***

**Miami Kids Magazine and Miami Lighthouse for the Blind provide Free Eye Exams to Financially Disadvantaged Students for Back to School**

MIAMI, FL - Miami Kids Magazine and Miami Lighthouse for the Blind's subsidiary, The Florida Heiken Children's Vision Program, will provide free eye exams and glasses when prescribed to children for Back to School. The event will take place at **Miami Lighthouse on Saturday, August 28, from 9:30 a.m. to 1 p.m. located at 601 SW 8<sup>th</sup> Ave.** and is part of Miami Kids Magazine Back to School Celebration.

Appointments have been set-up for 60 students to receive an eye exam and glasses when prescribed. "The safety of our community is our highest priority and that is why we are limiting the number of families to this event" said Virginia Jacko, President and CEO of Miami Lighthouse. "We have taken all of the measures provided by the CDC and even more to keep our families and children safe", continued Jacko.

All children's eyes will be dilated to check the health of the eye. The Florida Heiken Program team will provide disposable sunglasses to wear for light sensitivity and the parents will receive the exam results with a copy of the prescription.

Through the Florida Heiken Children's Vision Program, students in Title 1 schools are provided access to the eye care they need to succeed in the classroom and later, in the workforce. Approximately 74 percent of all children examined require and receive prescription eyeglasses,

confirming the importance of a follow-up eye exam after a student fails the state-mandated vision screening.

For more information or to schedule interviews, please contact Karla Richey, Publisher of Miami Kids Magazine at (305) 316-3957. **Media is invited to attend beginning at 9:30 a.m.**

### **About Miami Kids Magazine:**

Miami Kids Magazine is a bi-monthly magazine whose mission is to provide parents with answers about health, nutrition, art, fashion, culture, activities, places to go with the kids, and recreational places for the family. The magazine is dedicated to providing information, promoting charitable organizations, and integrating parents and kids with disabilities into society.

### **About The Florida Heiken Vision Program**

The mission of the Florida Heiken Children's Vision Program is to make sure that all financially disadvantaged schoolchildren who fail their vision screening have access to a comprehensive eye examination including dilation and glasses, if required, to give them the best chance at academic success. These free services are offered statewide, either on-site at schools via five mobile eye clinics or by the Heiken Program's network of more than 1,000 participating optometrists.