

World Sight Day



PUBLICATION DATE: Thursday, October 8
GET INVOLVED BY: Thursday August 27
MATERIAL DUE: Thursday, October 1

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Over one million Canadians are blind or partially sighted. This special feature, published on October 8 – World Sight Day – will draw attention to a range of issues surrounding blindness and visual impairment as well as initiatives, measures and breakthroughs promising hope.

Proposed topic highlights:

- VISION 2020** – Promoting a world where nobody is needlessly visually impaired.
- ADVOCACY** – Organizations and initiatives dedicated to raising awareness.
- INTERVENTIONS & SUPPORT** – Exams, corrective vision surgeries and other options.
- TECHNOLOGY & INNOVATION** – Products and tools improving the outlook for Canadians.
- RESEARCH** – Game-changing discoveries and vision health research.

GET INVOLVED TODAY. CONTACT:
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Source: Vividata Winter 2020 Readership Study National

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