

From your organization

Dear (Television and/or Medical and/or Health Editor),

I'm writing from _____, which helps blind and visually impaired individuals obtain available resources, to alert you that

Going Blind: Coming out of the Dark about Vision Loss will air on _____
on local public television channel(s): _____
_____.

When Peabody award winning director Joe Lovett realizes his doctors are not answering his questions about how to cope with vision loss caused by his glaucoma, he takes to the streets to talk to people with guide dogs and canes and asks "how did you make the adjustment?" They take him into the secret world of the blind, a new world of ever-developing new technologies, resources and vision rehabilitation. More information on: www.GoingBlindMovie.com.

The film can be previewed at www.goingblindmovie.com/preview. The password is "Chef."

This acclaimed documentary is literally an eye opener as most people, including the majority of blind and visually impaired individuals do not know about the training, adaptive techniques and technologies that can foster a greater quality of life. **If you write about the broadcast, you can list our organization as one of the resources available to people in our community.** Press quotes at: www.goingblindmovie.com/reviews.

What individuals are saying after watching the film on public television:

"I saw the film on my local PBS station WFYI in Indianapolis. My 45 yr old son has optic neuritis and has lost vision in both eyes. He has started working with low vision organizations. He is scared. Your film was helpful to me and I will purchase a copy for my family. A door has opened for my son and I....Thank you for making this film..you have my support."

—Deana McGivern, Indianapolis, IN

"Thank you, thank you, thank you for your movie. I just happened upon it while flipping the channels looking for something to watch. It was a God-send. I was diagnosed with glaucoma when I was 5 years old. That diagnosis has sent me on a journey including surgeries for glaucoma, cataracts, corneal transplants, etc. etc.... Your movie was both informative and inspiring. I want all my friends and family to see it, especially those I work with."

—David McDuffie, Oxnard, CA

More viewer comments at: www.GoingBlindMovie.com/viewer-comments

The facts:

- According to an American Foundation for the Blind poll, **Americans fear vision loss more than any other serious health problem.**
- 70% of visually impaired people who could be working are unemployed because they do not know what resources are available.
- 4 times as many veterans are returning from war with significant eye injuries than with lost limbs, but only 1/3 of them take advantage of vision rehabilitation.
- Less than 5% of blind and low-vision Americans obtain vision rehabilitative services of any kind.

Thank you in advance for your interest.

Your name, address, phone number and email