



www.eyeknoweyecare.com from Transitions Optical

Transitions Optical, the leading global provider of variable tint lenses for spectacles, launches a new dedicated website aimed at 7-11 year olds to promote eye health. The website is a fun and interactive resource for parents and kids alike to learn about the eyes, eye health and the importance of regular eye examinations.

Recent alarming research* shows one in twenty 'Year 2' children (6-7 year olds) have an uncorrected problem with their sight and by the time children reach 'Year 8' (12-13 year olds) this figure rises to one in 10, however, currently schools do not have a nationwide scheme to assess the vision of school aged children. Undetected problems can seriously damage a child's eye health, affect the child's social and academic development, and lead to permanent visual problems in later life.

The website ties into the Transitions Eye Know Eye Care schools programme launching in September 2009, which will be run by the National Schools Partnership where much of the content will be used as interactive downloads into the lessons.

It is endorsed by the Association of British Dispensing Opticians (ABDO), the Association of Optometrists (AOP).

The website includes a number of sections:

Eye Spy – with my little eye, something beginning with T: test your eye knowledge!

- Eye anatomy
- Visual impairments
- UV exposure
- Magic glasses – Photochromic lenses
- My first eye check

Eye Facts – amazing eye facts about humans and animals

- Amazing eye facts
- History of optical lenses
- Healthy sight top tips

Eye Play – can you really trust your eyes? Try these fun exercises and games and find out...

- Optical illusion
- Play with your eyes
- The Spectacular Spectacles competition – a drawing competition to get 7-11 year olds to use their creative imagination to design a pair of frames and lenses. Transitions Optical has teamed up with children's frame manufacturer Zoobug, so the winner will get the chance to have their design made up for them into a pair of real glasses by Zoobug, as well as winning a day trip to London for their family.

Parents' Corner – are your children seeing properly, signs to look out for...

- Tell tale signs of a child with vision problems
- What are Transitions lenses?
- When should your child have his/her first eye check
- Store finder – find your nearest local optician

For Teacher's – downloadable lesson plans and activity sheets

- ENDS -

For further information, images and to find out more about the Transitions Schools Programme, please contact:
Sosannah Every / Sana Van Dal at DSA PR on 020 7553 3700 or sosannah@dsapr.co.uk

Editor's Notes:

* Research by Aston University, 2007 commissioned by ABDO, AOP and FODO