

Celebrate Sight!



Through a grant provided by the Minnesota Lions, Minnesota Lions Eye Bank is conducting a public awareness campaign about eye donation during March—National Eye Donation Month and April—National Donate Life Month. While promoting eye donation is a year-long focus of our eye bank, these two months offer special opportunities to add to and benefit from national donation awareness campaigns.

During March and April our public service announcements (PSA's) are airing on market-leading affiliate television stations in Rochester and Duluth. In the greater Twin Cities metro area, cable television networks (including AMC, Bravo, Entertainment TV, Food, ESPN, and USA) will run the PSA's. Be sure to catch our promos as you enjoy Good Morning America, The View, Dr. Phil, Oprah Winfrey, Late Night with Conan O'Brien, and the ubiquitous Scrubs.



If you prefer radio, you can certainly tune us in. Our radio PSA's air on the Minnesota News Network, which includes 57 Minnesota radio stations.

Finally, we also plan to draw new visitors to our Web site with a "key word search" option on 50 major search engines.

Join us in celebrating sight, promoting eye donation, and raising public awareness of cornea transplantation.

