



Know Someone With #SpecsAppeal?

OTTAWA, May 29, 2019 – As part of its annual Vision Health Month awareness campaign, “Get Eyewise”, the Canadian Association of Optometrists (CAO) is running a contest on Facebook and Instagram aimed at removing the stigma associated with eyewear and encouraging Canadians to embrace their #SpecsAppeal!

“We thought a contest would be a fun and inviting way for Canadians to think about their eye health and vision care,” said Dr. Michael Dennis, President of the Association. The campaign is simple - a series of ads on the two social channels invite people to tag a friend or loved one with #SpecsAppeal to be eligible to win one of 20 pairs of Maui Jim sunglasses.

Through funds contributed by its own membership, the CAO has spent millions of dollars over the past two decades to promote eye health and vision care. Over the past two years, CAO has also been advocating for a Government-funded public education campaign that positions eye health as a component of overall health care. “Given that the total cost of vision loss to the economy has been estimated as more than \$19B annually, an investment in greater eye health awareness that might offset some of these costs seems like a prudent investment,” according to Dr. Dennis.

#SpecsAppeal is but one aspect of CAO’s overarching “Get Eyewise” awareness program, a digital campaign that uses gentle humour to encourage Canadians to see an optometrist for a complete assessment of their vision health. Many eye diseases have no symptoms, which is why a preventive approach, including regular comprehensive eye exam is so critical. As primary eye care experts, there are more than 6,000 registered optometrists located in communities across Canada available to provide care and treatment.

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About the Canadian Association of Optometrists

The Canadian Association of Optometrists (CAO) is the national voice of optometry, dedicated to collaboratively advancing the highest standard of primary eye care through the promotion of optimal vision and eye health. For more information, go to opto.ca.

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