

## **SHARE A LIGHT -**

### **Through your sight you can give people a future with light.**

**There are 2.2 billion people in this world with visual impairment. Compared to industry countries, people in Africa do not have easy access to glasses or eye surgery. With a small donation every, customer at Fielmann can give a chance for a better future with light for people in need.**

According to the World Health Organization (WHO) 1.7 billion people worldwide have low vision and 300 million are blind. 90% of all blind and visually disabled people with limited access to help, live in middle- and low-income countries (Cunningham, 2001). Four out of five cases of blindness could be avoided, if all people received adequate medical care (licht-für-die-welt, 2017). „Licht für die Welt“ is a world-renown organization that prevents and cures avoidable blindness in Africa. Since 1989 they make cataract operations possible, build hospitals, support the training of opticians much more.

Along with the optical and eyewear company „Fielmann“ a campaign is going to be launched to raise money for visual impaired people in Africa. Every customer at the store will be asked at checkout, if they want to donate €10 for the organization „Licht für die Welt“ to give those people the same possibilities as people can afford in Europe.

This initiative could for example help Maria in Africa: Maria is 4 years old and fell ill with cataract. Without help, she soon will lose her eyesight forever, will not have the chance to go to school and will probably live a short life in poverty. An operation would take 15 minutes and would give back her the light in the eyes and soul. This cooperation gives Europeans the chance to share the opportunities they have in Europe. Spectacle wearers know the difficulties with bad eyesight and get now the chance to strengthen the opportunities of people with disabilities and help them out of the poverty trap.

„With this cooperation we can enable many young people with defective vision to live a self-determined life“ says Marc Fielmann, managing director of the Fielmann AG. „For us it is only a short walk to the optician, but in Africa in many regions an operation is unaffordable. Often many farmers cannot even afford the trip to the city to see an eye doctor“ emphasizes the leader of „Licht für die Welt“ organization Sabine Prenn.

#### **About „Licht für die Welt“**

Back in light - back in life. This is the mission the organization lives for. People can see again, often after years - this is how their field of work can be described in which it has the longest experience. In 2018, they made 44.206 cataract operations possible, provided 56.904 people with glasses and supplied 16.286.999 people with medicine against river blindness. To keep on helping people in Africa to get the same health care we are so used to in Europe, they are still dependent on donations from people with a good heart.

More information: [www.licht-fuer-die-welt.at](http://www.licht-fuer-die-welt.at)

#### **About Fielmann AG**

Fielmann is the leading optician and eye wear company in Europe. With over 700 stores and around eight million glasses sold each year, they have the great opportunity to raise enough money through donations from customers to give millions of people a sight, light and a promising future. More information: [www.fielmann.at](http://www.fielmann.at)