



MEDIA ADVISORY
For March 13, 2010

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Illinois Eye Institute Foundation to Host Annual Gala
Illinois Lawmaker will be honored with Visionary Award

WHO & WHAT: The Illinois Eye Institute Foundation is hosting its annual “Eye” Ball Gala at the Four Seasons Chicago. Illinois State Representative Sara Feigenholtz will receive the Visionary Award for her dedication to improving access to health care, as well as her work for the Vision of Hope Health Alliance (VOHHA), an Illinois Eye Institute program that provides comprehensive eye care to uninsured low-income adults.

This fundraising event will begin with a silent auction and reception at 7:00 p.m., followed by dinner, a live auction and entertainment by the City Lights Orchestra.

WHEN: Illinois Eye Institute Foundation Gala
7 p.m., Saturday, March 13

WHERE: Four Seasons Chicago
Grand Ballroom, 8th Floor
120 East Delaware Place
Chicago, Ill.

WHY: Funds raised at the gala will benefit the charitable services and programs of the Illinois Eye Institute. Through this fund-raising effort, the Illinois Eye Institute is able to provide medical, surgical and optical services to thousands of individuals who would otherwise not have access to eye care.

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About the Illinois Eye Institute

Illinois Eye Institute (IEI) is the clinical division of the Illinois College of Optometry. IEI is a nonprofit, multi-specialty eye center that provides comprehensive eye care to individuals of all ages from the Chicago area and beyond, regardless of their financial status. It is designed and staffed to meet general ocular health and visual needs and provide highly specialized optical services. The IEI has over 90,000 visits annually from a largely low-income, medically underserved patient population and provides charitable services and outreach programs to assist people in need, through its foundation. For more information about the Illinois Eye Institute, visit www.illinoiseyeinstitute.com.