



humanity in motion

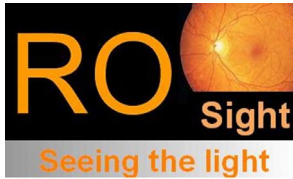
## rotarians ophthalmoscope initiative (ROI)

press release october 2006

[www.roisight.org/gift4sight](http://www.roisight.org/gift4sight)

Dear friends in [location],

### Donate an ophthalmoscope for Christmas



**A feel-good gift idea for a thoughtful friend, that will contribute in helping to save sight, lives and livelihoods for millions in less developed countries.**

**Sight is the sense that we fear loosing the most.**

A child that goes blind in developing countries is twice as likely to die before his or her 13<sup>th</sup> birthday.

There are over 37 million blind in the world and this is increasing by some 2 million each year. Surprisingly, some 75% of impending blindness is curable or treatable if diagnosed and treated in time ... which in most cases its not.

The Rotarians Ophthalmoscope Initiative or ROI operates under the umbrella of VISION 2020, The Right to Sight, in association with Sightsavers International and other global eye-care charities.

For just £27.50 you can donate this global award winning UK manufactured Optyse<sup>TM</sup> lens free ophthalmoscope ... and leave Rotary and Sightsavers to handle global distribution to the most needed areas. In just 5 months since is started ROI units are already operating in 31 developing countries.

So, if you stuck for an idea and wish to make a difference why not think about making a donation and present or send a certificate of donation. Now that would be different.

By doing so, not only will you provide an ophthalmoscope that literally can be used in the field, but you will also free up scarce charitable resources to undertake more cataract and similar operations.

So if you would like to save sight and needless suffering for so many this Christmas, why not contact your local Rotary Club [ ] email [stephen@sgrc.org](mailto:stephen@sgrc.org) or fill in the donation form at [www.roisight.org](http://www.roisight.org) where you will also find lots more information, and a video jointly narrated by former Prime Minister Sir John Major, VISION 2020, The Right to Sight Ambassador, and novelist Ken Follett.



Best wishes,  
[Name]

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[Contact details]



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