



PRESS RELEASE

Foundation Launches Public Awareness Campaign on Sight

From July 2010 to January 2011, Lions Clubs International Foundation launched a public awareness campaign of vision and also the Foundation through 1,000 billboard advertisements along roadways throughout the United States. The billboards encouraged people to think about the importance of their vision while highlighting that saving sight is a primary initiative of Lions Clubs International Foundation.

The billboards read: "Our Vision is that You Don't Lose Yours" and encourages the public to visit www.lcif.org/sight for more information. The artwork incorporates the recently updated look for LCIF and can be viewed at www.lcif.org. The campaign follows on a similar, successful billboard advertisement campaign by Lions Clubs International aimed at membership. **As the billboard space is being provided free, LCIF is not able to select the locations or date the billboards are placed.

Each billboard was posted an average of 28 days, and collectively reached 1.5 million people in the United States. Below is a listing of where billboards were placed:

- Akron/Canton, Ohio- 15 billboards and 6,972,000 gross impressions
- Albany, New York- 3 billboards and 1,587,000 gross impressions
- Albuquerque, New Mexico- 10 billboards and 9,766,4000 impressions
- Atlanta, Georgia- 20 billboards and 14,705,600 impressions
- Boise, Idaho- 7 billboards and 3,606,000 impressions
- Boston, Massachusetts- 20 billboards and 12,768,000 gross impressions
- Chicago, Illinois- 10 billboards and 8,680,000 impressions
- Cincinnati, Ohio- 20 billboards and 13,608,000 impressions
- Cleveland, Ohio- 15 billboards and 8,371,000 impressions
- Columbia, South Carolina- 30 billboards and 15,546,000 impressions
- Columbus, Ohio- 25 billboards and 18,944,000 impressions
- Dallas/Ft. Worth, Texas- 40 billboards and 33,740,000 impressions
- Daytona Beach/Melbourne, Florida- 5 billboards and 2,030,000 impressions
- Dayton, Ohio- 10 billboards and 5,824,000 impressions
- Des Moines, Iowa- 10 billboards and 6,238,000 impressions
- El Paso, Texas- 10 billboards and 6,944,000 impressions
- Forth Smith, Texas- 5 billboards and 3,334,000 impressions
- Houston, Texas- 10 billboards and 7,728,000 impressions
- Hudson Valley, New York - 25 billboards and 6,090,000 impressions
- Indianapolis, Indiana- 30 billboards and 24,136,000 impressions
- Jacksonville, Florida- 20 billboards and 23, 923,000 impressions
- Las Vegas, Nevada- 20 billboards and 27,188,000 impressions



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- Los Angeles/San Diego, California- 50 billboards and 34,440,000 impressions
- Memphis, Tennessee- 5 billboards and 4,020,000 impressions
- Miami/West Palm Beach, Florida- 25 billboards and 28,812,000 impressions
- Milwaukee, Wisconsin- 10 billboards and 6, 869,000 impressions
- Minneapolis, Minnesota- 50 billboards and 44,105,000 impressions
- New York, New York- 40 billboards and 20,634,000 impressions
- Ocala/Gainesville, Florida- 3 billboards and 2,745,000 impressions
- Orlando, Florida- 20 billboards and 27,701,000 impressions
- Phoenix, Arizona- 4 billboards and 2,060,000 impressions
- Philadelphia, Pennsylvania- 50 billboards and 36,388,000 impressions
- Portland, Oregon- 20 billboards and 17,158,000 impressions
- Reno, Nevada- 10 billboards and 7,232,000 impressions
- Sacramento, California- 10 billboards and 23,441,000 impressions
- Salisbury, Maryland- 30 billboards and 26,342,000 impressions
- San Francisco, California- 75 billboards and 62,720,000 impressions
- Seattle, Washington- 75 billboards and 74,492,000 impressions
- Tampa Bay, Florida- 5 billboards and 5,275,000 impressions
- Tucson, Arizona- 20 billboards and 13,440,000 impressions
- Washington DC/Baltimore, Maryland- 100 billboards and 95,424,000 impressions
- Wichita, Kansas- 10 billboards and 10,404,000
- Wilmington, North Carolina- 20 billboards and 21,078,000 impressions

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Lions Clubs International Foundation is the charitable arm of Lions Clubs International, the largest service club organization in the world with 1.35 million members in 206 geographic areas and countries. LCIF was ranked by a Financial Times' study as the number one non-governmental organization with which to partner. The LCIF SightFirst program, Lions' flagship initiative, builds comprehensive eye care systems to fight the major causes of blindness and care for blind and visually impaired persons. Since 1990, the SightFirst program has helped restore sight to more than 30 million people around the world. Lions are investing US\$415 million in surgeries, the improvement of hundreds of eye care facilities and training of thousands of eye care professionals. For more information, visit lcif.org.