



FOR IMMEDIATE RELEASE

Drive for Vision Continues to Raise Record Amounts for Charity

GRAND RAPIDS, Mich., June 25, 2019—The 32nd annual Grand Rapids Ophthalmology (GRO) Drive for Vision Charity Golf Outing, held on June 17th, 2019 at Quail Ridge Golf Course, raised over \$42,000 to benefit community members whose lives are improved by Association for the Blind & Visually Impaired (ABVI) and Grand Rapids Lions Club Vision Clinic at Cherry Health services. To date, approximately \$800,000 has been raised by the event.

“The work ABVI and Cherry Health are accomplishing is crucial to the sighted and non-sighted communities in West Michigan,” said Dan Shoemaker, President of Blue Sky Vision, the parent company of GRO. “We are grateful to the relationships between ABVI, Cherry Health, GRO, and those continuing to raise awareness and resources for such an important cause.”

Each year, ABVI helps over 1,000 individuals living with blindness, or severe vision loss, lead more independent lives. Annually, Grand Rapids Lions Club Vision Clinic at Cherry Health provides eye care and glasses to over 12,000 people to help reduce preventable blindness.

Researchers estimate 70 percent of sensory information the brain receives comes from the eyes. Most Americans report that, of all disabilities, loss of eyesight would have the most significant impact on their day-to-day life.*

“As we celebrate our 100th anniversary, Grand Rapids Lions Club deeply values the success derived from our longstanding partnership with GRO,” said Kyle Travis, Grand Rapids Lions Club board member and Drive for Vision golf-outing chairman. “This event has been a hallmark of our club, providing an opportunity to serve our community in a meaningful and special way. We look forward to our 33rd annual event which will be held on June 15, 2020 at Quail Ridge Golf Course.”

*Source: www.cdc.gov/visionhealth/basics/ced/fastfacts.htm.

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About Grand Rapids Ophthalmology

Founded in 1982, Grand Rapids Ophthalmology (GRO) is the largest fully-integrated eye care medical group in West Michigan. It offers a full suite of eye care services from routine eye exams, contact lenses and glasses, to pediatrics and the most advanced medical and surgical treatments such as LASIK, cataract, cornea, retina, glaucoma, and oculoplastics, including cosmetic and reconstructive eyelid surgery. GRO employs the largest number of eye care specialists and professionals in the region: 11 ophthalmologists, 22 optometrists, and 50 certified opticians; with a total of 400 team members at 12 locations. For the best in advanced technology and the utmost in expert and compassionate service, it's clear to see that GRO delivers eye care you trust, for the ones you love. For more information, visit: www.seeitclear.com.

About Blue Sky Vision

Blue Sky Vision is dedicated to providing world-class support to leading providers of eye care services. Blue Sky Vision was created in early 2017 and is a partnership among doctors, members of the leadership team, and Sterling Partners. Our Purpose is to Lead the Way, Improve Sight, and Change Lives; our Vision is to be the model for unsurpassed patient experience, inspiring and empowering our team through innovation, dedication to excellence, and the creation of opportunity through growth. To date, Blue Sky Vision partners include: Optometrists of Lansing; VisionCare Associates; EyeCare Associates, Sussex Vision Centers; Vitreo-Retinal Associates; Michigan Optical; Shoreline Vision; Walker Surgical Center; Lakeshore Eye; Surgical Care Center of Michigan; and Grand Rapids Ophthalmology. If you are interested in learning more about a partnership with Blue Sky Vision, contact Brian Hamilton at bhamilton@blueskyvision.com or visit: blueskyvision.com

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