

Relations PR Sneak Peek *by Toni Bristol*

Public

Typically the PR Update at the Annual Meeting is a time to review what has happened during the course of the year. I always look forward to presenting our successful campaigns to the membership. This year we are in the unique position where we can coordinate our efforts before the May start of our largest annual campaign-Childrens Vision and Learning Month.

Prior to the start of this campaign we will be releasing a special evidence based reference guide for the public that can be used for educating parents, educators and allied health professionals. I can't share too much at this time, but I can say this is a briefing you won't want to miss!

In addition, this year we will be announcing the Making Vision Therapy Visible Award at the PR Update. This award is for outstanding contributions to public awareness of vision

therapy and developmental vision care. Larry Fitzgerald was the first to receive this award for his help with our Vision & Learning Campaign. Be sure to join us in acknowledging this year's special individual.



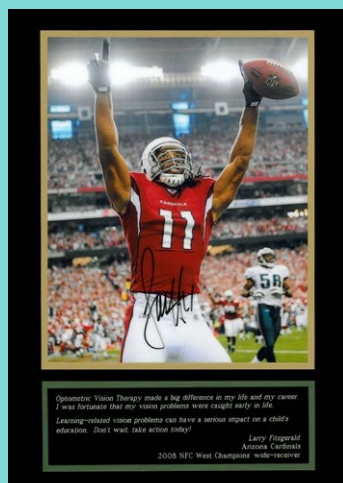
As a reminder, we need your success stories to include in the various press releases and campaigns. Needed topics include Brain Injuries, Autism, and Vision and Learning. Please email the international office to get the questionnaire and release form: info@covd.org.

I hope you will be able to make it to the annual meeting, The PR Update will be held on Wednesday, April 15, 2015 at 8:40pm. I am looking forward to seeing everyone there! For more information about the Annual Meeting schedule visit www.covd.org.

Did you order your plaque yet?

The autographed copies of this special-order plaque are going quickly. Don't miss your opportunity to have one for display in your office.

Plaques personally autographed by Larry Fitzgerald are \$550 and only 75 copies were autographed. More than half have already been sold. Act quickly to get your copy! We also have plaques without Mr. Fitzgerald's autograph available for \$250.



Contact COVD today to order your plaques.

Plaque text:

"Optometric Vision Therapy made a big difference in my life and my career. I was fortunate that my vision problems were caught early in life.

Learning-related vision problems can have a serious impact on a child's education. Don't wait, take action today!" —Larry Fitzgerald

Arizona Cardinals 2008 NFC West Champions' wide receiver 50% of the net proceeds goes to COVD's Public Awareness Campaign and 50% goes to Plano Child Development Center (a not-for-profit organization established by Larry's grandfather, Dr. Robert Johnson and Dr. Henry Moore).