

【For Immediate Release】

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Orbis urges Hongkongers to pay attention to women eye diseases at World Sight Day 2017

In promoting the World Health Organization's annual World Sight Day (WSD), Orbis is once again joining with other leading global anti-blindness organizations in showing its support. Held at Citywalk, today's joint advocacy initiative and WSD awards ceremony aims at urging Hongkongers to take better care of their eyes and join the global fight against avoidable blindness.

There are currently 36 million blind people worldwide – 55% of them women in poorer countries who are often denied the opportunity of treatment solely because of their gender. While there is no such discrimination here in Hong Kong, some eye problems such as inflammation do seem to affect more females than males. This year, Orbis is once again using WSD to urge everyone to protect their sight by undertaking a thorough annual eye check. Donors are also encouraged to wear special Orbis pins to show their support of the fight against blindness on WSD itself.

Speaking at the WSD event, **Dr. Jeffrey Pong, the President of the Hong Kong Ophthalmological Society** said, "While many eye diseases may affect people of any age, gender or nationality, cosmopolitan women with a busy lifestyle are prone to suffer from eye inflammation due to the use of eye make-up and related hygiene issues, which may cause blephoritis and even corneal infection." The best way to avoid problems and keep one's eyes looking dazzling is to maintain a thorough daily eye cleansing regimen and attend comprehensive yearly check-ups and consult an ophthalmologist when in doubt.

In addition to Dr. Pong and Ms. Mary Lau, Executive Director of Orbis Hong Kong, other guests of honor at the event included Mr. Vincent Wong, the Orbis Star and Ms. Suzanne Tong, General Manager, Marketing Department of China Life Insurance (Overseas) Company Limited. All four VIPs joined hands to officiate at the "Some Blindness Can Be Cut" ceremony and reiterated their determination to fight for disadvantaged women's equal right to sight.

Now in its 14th year, WSD continues to attract a great deal of support from local companies, schools and across the general public. "Orbis would once again like to express its heartfelt gratitude for the approximately HK\$5,500,000 in generous WSD donations so kindly contributed by so many Hongkongers. Those helping Orbis's sight-saving mission this year included some 14,000 individuals and over 350 organizations and schools. "Thank you all so much for benefitting needlessly blind women! Your compassion is enabling us to provide still more training for local health care workers and so strengthen eye health systems and outreach programs across the developing world", said Ms. Lau.

Like to support WSD 2017 yourself? Please visit www.orbis.org/hkwsd

Orbis World Sight Day 2017 Award Winners

Top 5 Fundraising Organizations

- Champion : China Life Insurance (Overseas) Company Limited
- First Runner-up : Collyer Logistics International Limited
- Second Runner-up : BB Group Company Limited
- Third Runner-up : BAS (H.K.) Ltd
- Fourth Runner-up : Sunny Creations Limited

Top 5 Organizations with the Most Participants

- Champion : Inland Revenue Department Sports Association
- First Runner-up : Optical 88 Ltd
- Second Runner-up : Hong Kong Wing On Travel Service Limited
- Third Runner-up : Buildings Department
- Fourth Runner-up : Sun Hung Kai Properties Ltd.

Orbis World Sight Day “Darkness to go” partners

2/3 DOLCI, A & K, Absolute Vintage, APC by Schneider Electric, ARTISAN&ARTIST*, ATUM Desserant, AUSupreme, B&W Bowers & Wilkins, BigDish Limited, BonBon Florist, Café R&C, CHEZ CHOUX, Chroma, Citywalk, Coo Gallery, Coren, CROCODILE, Dahlia Flower Market, Daycraft, Délifrance, D-mop, Doughnut, E Man Food Store, EAT ME, FABRE, Foremind design, G.A.Y. Trading Limited, Genic Eyewear, HABITŪ table, HACHill, HeyYO!! Frozen Yogurt, HOHOHO! Lifestyle Webstore, Hong Kong Wing Wah Cake Shop, ICE CREAM GALLERY, i-Runners, J SELECT, JHC, Joy & Mario, Kingkow, KUSDOM, Lemongrass House Hong Kong, Lemurian Heart, Little Prince Art & Education Center, Lugard, LUMIZ, Mali Home, Maxpower, MEGAMAN, Midea HK, Mienboom International Ltd, N Channel Store, Nikko, OCEAN THREE, OPTICAL 88, Orchid Lodge, Orchid Padaria, Parsons Music Limited, Private Collection, PSO Wines Ltd., QQ RICE, RABEANCO, RenGuangDo, Samily, Scarfesia, Schmidt Vinothek, SEENCERE OPTICAL SHOP, SINOMAX, Smartech, so thai so good, Spark Chamber 80, Swisscoat, SWY-Scent With You, TE MOMENTO, The Best New Zealand Shop, The Peninsula Boutique, THE WAREHOUSE OPTICAL, TIGER, Tom Lee Music, TONGCHICHA, Twinkle Baker Décor, UMP Eyecare and Optometry Centre, Venchi, Visionary Eyecare Centre, Vita Green, Wah Kee Wing Cheong Ho, Wai Yuen Tong, Y2 Cakes, ZKIN, Zodiac Lighting

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