

For Immediately Release

Fight for women's right to see!

Recent years have seen increasingly large numbers of people worldwide join the fight for improved women's rights in areas such as lower pay and social standing. Sadly, many females in developing countries are continuing to be discriminated against and deprived of these rights. Still more women are forced to live in unending darkness because they are pushed to the back of endless queues to receive medical treatment for their visual problems...



There are far more blind women than men!

With 55% of blind people worldwide female, women in poorer countries are obviously being denied the opportunity to obtain treatment or surgery purely because of their gender.

In Africa, for example, women are 1.4 times more likely to go blind than men. One of the most common eye diseases is trachoma which is easily transmitted via physical contact – often between mother and child. As many African mums must collect water for their families, they can easily contact the disease from unclean pumps or dirty rivers.

Tragically, whilst far more likely to be diagnosed with an eye disease than men, women have far less chance of being properly treated. In Africa, males receive cataract surgeries 1.7 times more often than females. Because of traditionally sexist “men first” attitudes, boys are far more likely to get their eyes treated than girls, many of whom then end up living in darkness for their whole lives at the end. The fact that many sufferers in poorer countries refuse to acknowledge they have problems seeing is yet another major reason so many women there are unnecessarily blind.

Help end women's blindness by supporting Orbis this World Sight Day 2017

At Orbis, we believe that everyone deserves the right to see and are doing all we can to provide eye care and treatments that is now saving or restoring the sight of women across the developing world!

In Ethiopia, we are providing free eye checks for the members of local women's associations. Our team there is also teaching Ethiopian mums and daughters how to properly filter water and be more aware of environmental hygiene. These initiatives are already dramatically decreasing female cases of trachoma! Remember, as women are central to family life, your kindness won't just help one Mum, but also her entire family!

Saying "goodbye white cane, hello life!"

Those trapped by darkness are heavily reliant on white canes for guidance. This WSD, Orbis respectfully urges you to help end visually impaired women's blindness and ensure sufferers can start living life to the full!



Orbis World Sight Day 2017



To show our appreciation for your support of WSD 2017's "Some Blindness can be Cut" theme, we will reward your donations with an Orbis White Cane pin. By donating HK\$1,000 or above, you will receive a highly collectible limited-edition WSD 2017 white cane pin set.

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