

[Immediate Release]**Dry eyes syndromes impact Hong Kongers' quality of vision
Orbis collaborate forces to protect eyesight on World Sight Day**

Introduced by the World Health Organization and the International Agency for the Prevention of Blindness, World Sight Day is designed to help needlessly blind people escape darkness and walk into the light. In supporting World Sight Day 2018, Orbis Hong Kong today hosted a joint advocacy initiative and an awards ceremony at Cityplaza. The aim was to urge Hongkongers to support the battle against global blindness while paying closer attention to visual health, particularly on the severity of dry eyes syndrome.

Speaking at today's event, honorable guest Chief Executive of Hospital Authority, Dr. LEUNG Pak Yin, JP, said: "As information technology becomes increasingly sophisticated, more and more people – worryingly large numbers of them youngsters – are falling victim to Dry Eyes Syndromes due to their prolonged use of smartphone and computer screens. As a result, Hong Kong Eye hospital has now introduced several new drugs for treating Dry Eyes Syndrome. The facility is also arranging for specialized nurses to conduct follow ups and teach patients how to improve their condition by adopting healthier daily habits."

Orbis Volunteer Ophthalmologist and President of the Hong Kong Ophthalmology Society, Dr. Jeffrey Pong also stepped up and said, "recently, Orbis and Hong Kong Ophthalmology Society gathered 2,700 respondents for a dry eye online survey. This revealed that 48% respondents are affected by various levels of dry eyes syndrome, and a shocking 80% of them never bothered to seek medical help. Dry eye syndrome can cause eyes to become red, swollen and irritated, affecting quality of vision and life." Pong further recommends that Hongkong people should check their eyes annually.

In addition to Dr. Leung and Dr. Pong, other guests of honor at the event included General Manager, Marketing Department of China Life Insurance (Overseas) Company Limited, Ms. Suzanne Tong, and Orbis Star, Ms. Flora Chan. Lead by Orbis Hong Kong Executive Director, Ms. Mary Lau, the various VIPs joined hands to officiate "Share the Burden" ceremony. By wearing an Orbis World Sight Day pin, all VIPs reiterated their determination to gather their forces to protect good eye sight and fight against global blindness.

Themed "Share the burden", Orbis Hong Kong's World Sight Day 2018 awareness-and fund-raising campaign encouraged everyone to make a donation in support of its sight saving mission. "Orbis's World Sight Day 2018 initiative has been a great success, with some 15,000 individuals and over 320 organizations and schools raising a total of HK\$5,200,000. "Thank you all so much for joining us in the battle against preventable blindness. Orbis will transform your kindness into resources and manpower that will measurably enhance our volunteers' global sight-saving effectiveness!" said Ms. Mary Lau, Orbis Hong Kong Executive Director.

For more details about Orbis World Sight Day www.orbis.org/hkwsd

Orbis World Sight Day 2018 Roll of Honor

Top 5 Fundraising Organisations

- Champion : China Life Insurance (Overseas) Company Limited
- 1st Runner-up : Collyer Logistics International Ltd
- 2nd Runner-up : BB Group Company Limited
- 4th Place : Sunny Creations Limited
- 5th Place : BAS (H.K.) Limited

Top 5 Most Supportive Companies

- Champion : Inland Revenue Department Sports Association
- 1st Runner-up : Optical 88
- 2nd Runner-up : Buildings Department
- 4th Place : Hong Kong Wing On Travel Service Limited
- 5th Place : Sun Hung Kai Properties Limited

Darkness to Go Action Partners

Amber Beauty, AUSupreme, Outback Steakhouse, TIGER, Yoho

Darkness to Go Partners

3M, 45R, A & K Design, Afflelou Paris, BLACKZMITH Optical, Blue Sky Education, BonBon Florist, City Plaza, Chroma, Contact Lens Easy, Coupe Jewellery, Dahlia Flower Market, Day Dreaming Shop, Daycraft, Drop of Mindfulness, Eat Infinity, Encore HK, euro go go, EyeCareHK, Flower Delivery Hong Kong, Foremind design, Four Seasons Tea House, "GadgetSuper.hk", Genic Eyewear, Groovin House, HABITŪ, HACHill Eyewear, Hocha, Hong Kong Wing Wah Cake Shop, Horizonte Lounge & Café 1997, ICE CREAM GALLERY, i-Runners, J SELECT, JHC, Joy & Mario, KHROMIS, Kingkow, Koon Wah Food, Lemongrass House Hong Kong, Lemurian Heart, Little Prince Art & Education Center, Luna Cake, Machuland Limited, Madebyavision, Madera Café, Marimekko, Maxpower, MEGAMAN (HK) ELECTRICAL & LIGHTING LTD, Melty Cakes H.K., MeokBang Korean BBQ & BAR, MiMetro, Midea HK, MOMAX, My Water Plus, NANALAND.COM, OCEAN THREE, OKURA, OPTICAL 88, Orchid Padaria, Parsons Music Limited, Peppertint, Private Collection, RC Company, Remember, SATAY KING, Scarfesia, Schmidt Vinothek, SEENCERE OPTICAL SHOP, SENS STUDIO, SHOPLINE, SLEEH, Smartech, Swisscoat, Sunplan Camellia Oil, Telesto Watches, The Best New Zealand Shop, The Preface, Tom Lee Music, TONGCHICHA, Top Sake, Twinkle Baker Décor, "UMP Eyecare and Optometry Centre", UNDONE, United Optical, Venchi, Vita Green, Wah Kee Wing Cheong Ho, Wendy's Artroom, XPower, Y2 Cakes, Yo Dim

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