

Better Access to Quality EyeCare

Nebraska's Doctors of Optometry

FOR IMMEDIATE RELEASE

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Nebraska Optometric Association Kicks Off Statewide Campaign

"Dr. EyeCare" Urges Nebraskans to get Annual Eye Exams

Lincoln, NE – The Nebraska Optometric Association, today kicked off a statewide campaign to encourage Nebraskans to get annual eye exams.

According to NOA President, **Dr. Chad Hudnall**, the campaign features a fun and educational video where "Dr. EyeCare" travels the state urging Nebraskans to "Get Your Eyes Checked!"

"Getting an eye exam isn't solely about vision – it's also about sound health. An annual eye exam can help diagnose things like diabetes, hypertension, and more," Hudnall said.

Local Lincoln actor Brad Boesen plays Dr. EyeCare, interacting with the public. One scene in the short video shows Dr. EyeCare encouraging a baseball umpire to get his eyes checked.

Dr. EyeCare: "If you get your eyes checked annually you can catch things before they become a bigger problem."

Another scene shows Dr. EyeCare talking with parents at a children's museum. "Did you know, one in five children in Nebraska enter kindergarten with undetected vision problems that can lead to poor performance and lifelong challenges," asks Dr. EyeCare.

The video is posted on the NOA website, YouTube page, Facebook and Twitter. The campaign also features a statewide radio ad with Dr. EyeCare.

To view Dr. EyeCare's zany, on the street adventures to encourage Nebraskans to get an annual eye exam and find a doctor of optometry in your area, go to **www.bettereyecarenebraska.com**