

## **Eye Care campaign projected in London by Guide Dogs**

Eye-catching images related to vision were projected on to the Shell Building at Waterloo to mark the launch of a new charity campaign.

The Guide Dogs for the Blind Association and HealthSure have organised the projections as part of its Healthy Eyes campaign. The initiative will see the launch of a new website - [www.healthyeyes.org.uk](http://www.healthyeyes.org.uk) - and The Little Book of Healthy Eyes; comprehensive guides to eye care for everyone. Besides offering tips on how to look after your eyes, the website and booklet provide useful information about specific eye conditions and what happens when you have an eye test.

Sponsored by not-for-profit healthcare provider HealthSure, the website will also include the National EyeQ Survey, which aims to establish the public's knowledge and habits in relation to eye care and eye conditions.

Chief executive at HealthSure, Richard Sear added: "Regular eye tests and wearing the right glasses are two simple ways in which we can protect and look after our eyesight but many people neglect even this most basic of care due to the associated cost implications."

To celebrate its partnership with Guide Dogs and encourage more people to start looking after their eyesight, HealthSure is offering all new policyholders who join through [www.healthyeyes.org.uk](http://www.healthyeyes.org.uk) their first two months cover completely free of charge. For details visit the website.