Media Contact:

[Your Full Name]

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For Immediate Release

**[Your Name] of [Your Town] to Raise Funds for the Foundation Fighting Blindness**

[Include details of event here, e.g., A Golf Tournament followed by Dinner and a Silent Auction; A Pancake Breakfast to Honor Close Friend and IRD Patient; etc.]

[City, State], [Date of Release] – [Your name or group] of [your town] is hosting a (fill in activity or event) on [date], benefitting the Foundation Fighting Blindness.

[Your name] aims to raise [fundraising goal] or more to enable the Foundation Fighting Blindness to continue aggressively funding research to find treatments and cures for blinding retinal diseases. S/he is [describe activity here – include information on attending, how to make donations, etc. BE SPECIFIC].

“I chose to [activity] as part of the Foundation Fighting Blindness because [explain your inspiration here], and I wanted to do something personally to further the Foundation’s mission. They are funding cutting-edge research to bring meaningful advances in treatments and eventually a cure to people affected by these blinding diseases,” said [Your name].

**About Blinding Retinal Diseases**

More than 10 million Americans and millions more throughout the world are impacted by blinding retinal diseases – including age-related macular degeneration and inherited retinal disorders such as retinitis pigmentosa and Usher syndrome. People living with inherited retinal disease experience a gradual loss of vision, eventually leading to complete blindness. Others may be born with or experience vision loss in infancy or early childhood. The Foundation Fighting Blindness is funding translational research and clinical trials of gene therapy that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa. The Foundation also funds research on potential drug therapies that slow or prevent the loss of retinal cells, thereby saving vision.

**About Foundation Fighting Blindness**

Established in 1971, the Foundation Fighting Blindness is the world’s leading private funding source for retinal degenerative disease research. The Foundation has raised more than $800 million toward its mission of accelerating research for preventing, treating, and curing blindness caused by the entire spectrum of retinal degenerative diseases including: retinitis pigmentosa, age-related macular degeneration, Usher syndrome, and Stargardt disease. Visit FightingBlindness.org for more information.

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