

## **Global Myopia Awareness Coalition (GMAC) to Illuminate Times Square Billboard on World Sight Day**

New York, NY – September 13, 2023 – The Global Myopia Awareness Coalition (GMAC) is proud to announce that on World Sight Day, October 12, 2023, GMAC will be featured on a billboard in Times Square, New York City, to draw attention to the growing issue of myopia and the importance of getting children an annual eye exam.

Myopia, commonly known as nearsightedness, is growing in prevalence rapidly, with potential long-term implications if left unaddressed. GMAC is committed to raising awareness and advocating for getting more patients access to treatment.

The Times Square billboard is a partnership between GMAC and the Volunteer Optometric Services to Humanity (VOSH) International and will feature an awareness message to consumers that by 2050, 1 in 2 people will have myopia. It ends with a call to action to give your child a clear future and schedule an eye exam today.

In addition to the Times Square billboard, GMAC will be setting up a booth at the American Academy of Optometry's annual meeting from October 11 to October 14, 2023, in New Orleans, LA.

At the booth, GMAC representatives will engage with AAO attendees, including optometrists, other eye care professionals, and industry representatives. Attendees will have the opportunity to learn more about GMAC's mission, share insights on myopia management, and explore potential collaborations to address this public health concern.

Lisa McAlister, chair of the board of GMAC, expressed her excitement about these initiatives, stating, "We are eager to leverage Times Square's visibility to raise awareness about myopia during World Sight Day. Our goal is to spark conversations about myopia, its impact, and the importance of proactive eye care for children. Additionally, our presence at the American Academy of Optometry annual meeting will provide a platform to collaborate with experts and advance our mission to increase awareness about myopia."

For more information about GMAC, please visit [www.myopiaawareness.org](http://www.myopiaawareness.org).

### **About GMAC:**

The Global Myopia Awareness Coalition (GMAC) is a coalition of leading ophthalmic companies and eye health associations with a mission to increase public awareness about the growing prevalence and consequences of myopia, especially in children. GMAC develops messaging campaigns for the public and works with health care professionals and allied organizations to educate both parents and children to access early and regular eye exams and be more receptive to treatment recommendations from their eye care professionals.