

Facebook pledge leads LASIK MD to donate over \$2,200 to Operation Eyesight

MONTREAL, Quebec – April 22, 2013 – LASIK MD has continued to show its support for Operation Eyesight with the completion of a successful online Facebook campaign. LASIK MD pledged to donate \$1 to Operation Eyesight for every new “Like” on their Facebook page over the course of a year. From April 1, 2012 to March 31, 2013, LASIK MD received 2,242 new Facebook fans.

LASIK MD promoted the Facebook campaign through their own website, on Twitter, and on Facebook itself. Their current Facebook fans helped spread the word by sharing Facebook posts of the campaign with their friends. Thanks to the kind hearts and support of many, Operation Eyesight will now receive \$2,242 to help them with their goal of eliminating avoidable blindness around the world.

LASIK MD already supports Operation Eyesight through a voluntary employee donation program, and every dollar raised by employees is matched by LASIK. To date, LASIK MD and their employees have raised over \$25,000 to support Operation Eyesight.

Funds raised have gone to support Operation Eyesight’s Narok Trachoma Project. Trachoma is the number one infectious cause of blindness in the world and is very common in developing areas. It’s an eye infection that is transmitted by flies. Fortunately, with proper sanitation and education we can prevent this horrible disease.

The Narok Trachoma Project is a program aimed at helping the Narok district of Kenya, where Trachoma affects 30% of the population. This program implements the SAFE strategy: Surgery, Antibiotics, Face-washing and Environmental infrastructure. Thanks to financial donations—like the one’s being made by LASIK MD—Operation Eyesight has been able to create dozens of water points, where local residents can access clean water.

The district has seen a sharp decline in the prevalence of trachoma, in the village that got the first clean watering hole, trachoma has ceased to be a problem. Similar results are expected in more communities.

To learn more about Operation Eyesight, or to make your own donation, visit www.operationeyesight.com.

About LASIK MD

Performing over 75,000 procedures each year, LASIK MD is the leader in [laser eye surgery](#) in Canada. Across the country, patients can visit one of the 30 [LASIK MD clinics](#) and benefit from a personalized support with one of the world's most experienced surgeons. As a matter of fact, [LASIK MD in Toronto](#) is one of the busiest clinics in laser eye surgery in Canada.

LASIK MD takes an active role in the community and often donates to several charities. Visit the page [LASIK MD Corporate Social Responsibility](#) to find out more about LASIK MD's societal initiatives.

About Operation Eyesight

Operation Eyesight is an international organization dedicated to eliminating avoidable blindness. Since 1963, they have helped communities in the developing world by providing sight restoration and blindness prevention treatments.

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