



For Immediate Release
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12th Annual “Looking Out for Kids” Charity Fundraiser

Elkins Park, Pa. – Salus University will honor child advocate Donna Frisby-Greenwood at the 12th annual “Looking Out for Kids” (LOFK) charity fundraiser on Saturday, November 3, at 6:30 p.m., at Hilton Philadelphia City Avenue in Philadelphia. The event helps support some of the region’s most vulnerable and disadvantaged children through the rendering of comprehensive vision care and eyeglasses. During the 2017-2018 academic year, more than 5,000 children received care and more than 1,100 pairs of glasses were distributed thanks to the money raised through the LOFK initiative.

Frisby-Greenwood will receive the “Looking Out for Kids” Lighthouse Award, established in 2016 to honor those who are beacons of light and sources of strength in the community in which they live, work and serve, above and beyond their own occupations. She is the president and CEO of The Fund for the School District of Philadelphia and has devoted her life to advocating for youth in need. Prior to being president and CEO, she served as director of college and career awareness for the School District of Philadelphia, a Special Assistant to HUD’s Assistant Secretary for Policy and Research as a National Urban Fellow, and executive director of Rock the Vote, a nonpartisan nonprofit dedicated to building the political power of young people.

For the first time since its inception, LOFK has expanded its reach to include support for children’s audiology services. The Pennsylvania Ear Institute, the on-campus clinical training facility of the Salus University Osborne College of Audiology, provides hearing and balance services for adults and children. The funds raised during the event will now also go toward a hearing aid bank for children as hearing aids can be very costly and are often not covered by health insurance.

Emmy Award-winning NBC10 news anchor and reporter Rosemary Connors will co-host the evening.

ABOUT LOFK

For decades, doctors and optometric interns at The Eye Institute (TEI) of Salus University have been providing vision care services to economically disadvantaged children. The LOFK fundraiser was established in 2007. With an estimated one in four

children having a vision problem, untreated vision problems can affect a child's success in school. LOFK is making a difference in the lives of the children served, as correcting a child's vision will positively impact the child's academic success.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in the Philadelphia area that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 14,000 alumni worldwide. For more information, please visit www.salus.edu.