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MEDIA RELEASE

Delta Optical gives the gift of sight to children in eastern Africa

Vancouver, BC – 15 September 2011: This October, Delta Optical will be donating \$30 from every pair of eye glasses sold towards pediatric eye care in Tanzania, Malawi and Madagascar where cataracts are one of the leading causes of blindness in children.

Thursday October 13th is World Sight Day and Delta Optical is dedicating the entire month of October to this campaign in support of Seva Canada's eye care programs in eastern Africa.

Childhood blindness and low-vision caused by cataracts is up to 10x more prevalent in Africa than in Canada. A 15-minute life-changing eye operation for a child blinded by cataracts prevents an average of 50 years of blindness and allows a child to go to school, play with friends and reach their full potential.

"I wanted to create this program because it is the right thing to do. I'm originally from Tanzania and have seen children who have had many disadvantages but everyone should have the right to sight. I am so fortunate to associate myself and business with such a fine organization as Seva. This is our second year of involvement and I hope that we have this opportunity for many years to come," said Zaf Khalfan, owner of Delta Optical.

"By purchasing glasses from Delta Optical in October, you are truly changing lives. Childhood blindness and low vision affects entire families and communities for generations and drives families deeper into poverty," says Heather Wardle of Seva Canada. "Restoring someone's sight is one of the most cost-effective ways to reduce poverty according to the World Health Organization."

All four Delta Optical locations in Mississauga, Oakville, Toronto, and Richmond Hill will be participating in the fundraising program (www.deltaoptical.ca). The funds raised will help to restore sight to some of the 300,000 blind children in Africa and give them, their families and communities a brighter outlook on the future.

About Seva Canada: Seva Canada is an international eye care charity based in Vancouver and founded in 1982 to restore sight and prevent blindness in the developing world. To date, Seva's partner programs have restored eye sight to more than 3 million people. Currently Seva Canada works in 9 of the poorest places in the world: Nepal, Tibet, India, Tanzania, Malawi, Madagascar, Cambodia, Guatemala and Egypt.

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For more information or to schedule an interview, please contact:

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