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FOR IMMEDIATE RELEASE

ANN ARBOR, MICH. – On March 20, Midwest Eye-Banks changed its name to Eversight to re-energize its mission and inspire more people to support the organization’s commitment to providing the gift of sight now and into the future.

“Our new name better represents who we are – a growing network of community-based eye banks that, together, provides the resources and expertise of a global organization, says Kevin Ross, President and CEO. “Our vision for the future is to expand our reach, connect more effectively with our communities and provide a life full of sight to all people in need.”

Working together, Eversight affiliates – Eversight Illinois, Eversight Michigan, Eversight New Jersey and Eversight Ohio – provides corneal tissue for sight-restoring transplants to nearly 8,000 people each year. As the organization continues to expand its reach, it remains committed to providing sight-saving tissue for transplant as well as research.

Ross said Eversight’s new tagline – Making Vision a Reality – speaks to the organization’s commitment to providing the gift of sight to people anywhere in the world.

“Our tagline speaks to our vision for the future – exploring the unknown so that one day we can eliminate blindness,” Ross said. “In changing our name to Eversight, we announce a renewed and ongoing commitment to preserving and restoring sight through transplantation, research, education and partnership.”

Eversight is a charitable, not-for-profit organization dedicated to the preservation and restoration of sight through transplantation, research, education and partnership. Our network of community based eye banks – in Illinois, Michigan, New Jersey and Ohio – recovers, evaluates and provides human eye tissue for transplantation; supports research into the causes and cures of blinding eye conditions; promotes donation awareness through public and professional education; and provides humanitarian aid to people around the world in need of sight-restoring services

For more information, visit Eversight online at www.eversightvision.org or call 800-247-7250.

