

National Glaucoma Awareness Month Pitch Letter

Subject: Glaucoma: New Research Shows Americans Lack Awareness

Hello [insert name],

Glaucoma is the second leading cause of blindness in the U.S. and can take sight without warning. However, a recent survey by the American Optometric Association (AOA) shows that awareness about this disease is relatively low. In fact, 50 percent of Americans incorrectly believe that glaucoma is preventable – it's actually treatable but not preventable. (*According to the AOA's American Eye-Q® survey.*)

The Eye-Q® survey also showed that Americans are unaware of the factors that put them at risk for developing glaucoma. Less than 20 percent of those surveyed knew that race or ethnicity may increase their risk of developing the disease. January is National Glaucoma Awareness Month and is a good time to educate Americans on this potentially blinding disease.

For additional information, please see the below news release. Also, if you are interested, I would be happy to put you in touch with Dr. [Name], [Title], to discuss glaucoma risk factors and provide some easy tips for your [readers/viewers] to help save their sight.

If you have any questions, please feel free to contact me.

Sincerely,

[Name]

[Contact Information]

[Copy and paste press release within the body of the email]