***HOW TO USE:*** *Use this letter as reference in your outreach to the members on your email list.  
It will let everyone know how they can keep their eyes safe, and how, if it’s relevant  
to them, they can apply to get free gear from the Superspecs program. Feel free to   
customize the text for your specific audience.*

***To get started, copy and paste the content into your email marketing program like  
Constant Contact or Mailchimp, or directly into an email window.***

Hello!

**The fact that you’re reading this note tells us something about you: it means you can see.**

And even though our sight is something we often take for granted, when you stop and think about it, the ability to see is obviously pretty great. Especially for those of us who are active.

But did you know that more than 45,000 sports and recreation-related eye injuries occur each year? That’s a lot of compromised sight.

What’s more, 90% of these injuries could be prevented with proper eye protection.

That’s why we’re partnering with Superspecs, an organization dedicated to protecting kids’ eyes and reducing the incidence of eye injury in Ohio to zero.

**Superspecs provides:**

* No-cost helmets and sports goggles for youth athletics leagues
* No-cost prescription sports goggles for qualifying individuals
* No-cost eye safety wear for vocational programs

We’re helping them spread the word about how to keep eyes safe—and it’s as simple as wearing protective eye gear.

For more information on how to keep your eyes safe, visit superspecs.org.

Keep active, and keep your eyes safe!

***PS—If you’d like to apply for FREE prescription goggles for your child, or for FREE protective equipment for your league or vocational program, head to superspecs.org/programs***