***HOW TO USE:*** *Use this template to send an email* ***to the PARENTS of your athletes****. There are parts in  
the letter, indicated in red, that you’ll need to customize specifically for your league.*

***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!

I wanted to let you know that our league is participating in the Superspecs program this year. That means we applied for—and received—**[INSERT THE NUMBER AND TYPE OF HELMETS/GOGGLES/ETC. YOUR LEAGUE RECEIVED, FOR EXAMPLE “50 pairs of safety goggles”]** at no cost to us.

[Superspecs](http://www.superspecs.org) is an organization dedicated to protecting kids’ eyes and reducing the incidence of eye injury in Ohio to zero. It’s funded by a generous grant from the Ohio Department of Health’s Save Our Sight Fund, and receives support from the Ohio Ophthalmological Society.

**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

More than 45,000 sports and recreation-related eye injuries occur every year, and one out of three of those injuries happen to kids. 90% of these injuries could be prevented with proper eye protection.

**Because we want to keep our kids’ eyes safe, we’re requiring that all league athletes wear the equipment provided.**

**Here’s how you can help:**

1. **Make it clear that wearing safety equipment isn’t optional.** Don’t let your child play or practice without wearing the equipment. When everyone follows the rules, they feel less like rules and more like the way things are done.
2. **Watch this video so you’ll know what to do in case of an eye injury:** <https://www.youtube.com/watch?v=oM3-1zVh8JQ>
3. **Connect with Superspecs** on [Instagram](instagram.com/superspecsohio), [Twitter](twitter.com/superspecsohio), and [Facebook](facebook.com/superspecsohio).  
   Post a picture of your athletes in their gear, and tag it #whatsyoursuper
4. **Next time you renew your license plate, consider donating a dollar to the Ohio Save Our Sight Fund**, which makes it possible to provide equipment at no-cost to leagues all over Ohio.

Not only does protective gear keep kids’ eyes safe, it helps them sharpen the skills they need to excel in their sport. This is because when kids are nervous about getting hit with the ball in the face, they’re not concentrating on how they should be playing. Wearing safety gear gives them a sense of safety. When they’re not worried about getting hurt, they can focus on the game.

Thank you for helping keep your athlete safe and confident, and thank you for everything you do for our league. We literally couldn’t do it without you.

***PS—If you know a child that might qualify to get FREE prescription goggles, head to superspecs.org/programs to see how he or she can apply.***