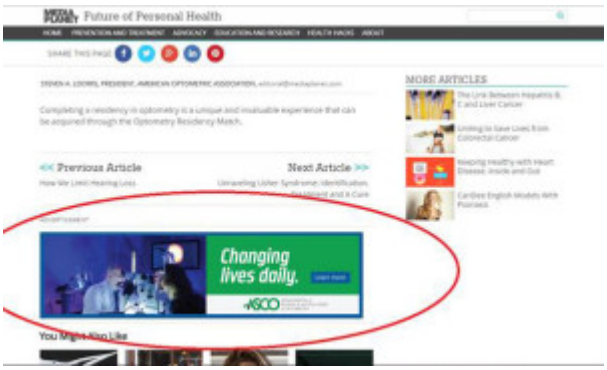
# ASCO Partners with MediaPlanet in National Vision Awareness Campaign

ASCO recently participated in a MediaplanetUSA national campaign to raise awareness about maintaining healthy vision and hearing by placing ads calling attention to optometry as a desirable career choice. Part of the campaign is a print supplement that was distributed with USA Today on March 18. The supplement contains information about new technologies to help those with hearing and vision impairment as well as expert advice on how to protect these valuable senses. It also harnesses the star power of actor Jake Gyllenhaal, who tells his personal story of struggling with poor vision from a young age.




*One of ASCO's ads in the vision and hearing campaign, "Changing Lives Daily."*

The campaign also involves multiple social media outlets and is expected to reach approximately 2 million people. Read Gyllenhaal's story here, "5 Ways You Can Improve Your Vision This Year" here, and find other vision and hearing articles through MediaPlanet's Future of Personal Health main page by clicking here.