

Blue Jeans for Babies Fund Raising Event at The EyeDoctors.



October 29, 2007- During this week at all EyeDoctors locations, our staff and doctors raised awareness and money in support of the March of Dimes by participating in the 10th Annual Blue Jeans for Babies event. The staff and doctors raised funds and then purchased t-shirts, stickers or buttons and wore them with jeans for the “fashion statement that saves babies”. This year, the staff raised \$1365 which was then matched by the doctors for a grand total of \$2730 in support of the March of Dimes mission- “to improve the health of babies by preventing birth defects and infant mortality”. The March of Dimes raises funds for research focusing on pre-maturity and infantile disease and has created an awareness and education campaign to help families have healthier babies. For more information visit www.marchofdimes.com .