



THE ISRAELI RESEARCH ASSOCIATION FOR
EYE HEALTH AND BLINDNESS PREVENTION (R.A.)

May 2011 - Lirot's newsletter

Members of the association supporters and friends , greetings ,
We are pleased to keep you up to date with recent activities of the association , and invite you give us feedback and suggestions .

“Open your eyes open your heart”

Fundraising – January 2011

January 2011 was declared as fundraising month for the " Eye Mobile" project for elderly in need.

In cooperation with Mega chain of supermarkets, under the leadership of Mr. Zeev Waremband, the CEO, the public was invited to give a small donation when shopping at Mega, all over the country. At the project launching event at Atidim Supermarket, employees took the opportunity to have eye examination by Dr Robinson , Mr Zeev Waremband Mega's CEO was one of them , he also later addressed the crowd endorsing Lirot association .

Singer Roni Ginosar took part as well performing a self composed song dedicated to Lirot , a disc with her moving song was handed to the event participants .

[Click for photos of the event](#)

[Roni Ginosar's song](#)

The highlight of this month's fundraising activity was a gala event at "Nalaga'at" center in Jaffa including wine tasting in the dark and an auction dedicated to the " Eye Mobile" project , conducted by Meni Peer .

Amongst the participants were Mr Dudi Weisman and his son Snir , Mr. Reuven Spiegel and his wife Iris , Pro Weinberger and his wife , Dr. Ronit Levinger Dr. Shmuel Levinger and many others who honored Lirot with their presence.

[Photo's from the occasion](#)

The Fundraising month was successful , and ensured the financing of the "Eye Mobile" for the coming year .



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Lirot funding Eye Research

At the beginning of 2011 Lirot granted 750,000 ₪ for selected research projects in Ophthalmology to : Dr Dror Sharon , Dr Shahar Frenkel and Dr. Ron ofri .

The winning projects were selected by a committee of experts led by Israel MOH's chief scientist Dr. Benny Leshem.

The complete list of research projects financed by Lirot during the period of 2007-2011 is can be viewed at our [website](#).

Lirot participation at Ophthalmology Conferences

- At ISVER conference that took place in March at Kibbutz Zova the association awarded prizes to 4 outstanding young researchers .
- At the Israeli Ophthalmological Association conference on Cataract, Cornea and Refraction the association sponsored the recording of all lectures and uploaded them to the [internet](#) .
- Lirot was also amongst the sponsors of Retina Today conference .

Online Activity

The association has a [facebook page](#) with info of various activities and links to interesting data , join us and be our friend .

Our website is also kept up to date and recently added two new sections in [Arabic](#) and in [Russian](#).

Additionally we publish an updated [data concerning various medical conventions](#) and ,when possible, we add lectures' summaries and recordings for our professional supporters.



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Upcoming Projects

June 29th: Lirot's 6th General Assembly, all friends of the association are invited.

September 16th: Collaborating with St. John hospital and with Peres Center for Peace Lirot will organize a conference under the theme: **"Ophthalmology amongst Israeli and Palestinian populations – what can we learn from each other"** .

November 18th : **The very first "Eye Health" convention for Ophthalmology practitioners in the Arab sector** is scheduled to take place in Nazareth , additional details will be published soon.

"Eye Mobile" for elderly

The "Eye Mobile" project for elderly will be launched after the summer , we work to complete the last details concerning its operation .

Volunteers needed

Lirot is looking for volunteers:

- A treasurer for the association-in the Tel-Aviv area
- A Graphic artist
- A Web Site Promotion specialist

We welcome your help in finding the right people to help the Lirot Association.

Hoping for continuing cooperation with friends of Lirot

Best regards
Nadine Hollander
"Lirot" Manager
www.eyes.org.il