



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

May 2010 – Lirot Association News

Dear Members, Supporters and friends,

Day of Health, Advocacy, Experience and Tests

Monday, May 31 2010, between the hours 11:00 – 14:00, 11 Manofim St. Herzelia Pituach – Akerstein Site

The Lirot Association initiated a day of Eyes Health in the city of Herzelia which was enlarged to a comprehensive day of Health, in collaboration with the management of the industrial zone and the Municipal Health Unit.

You are invited to visit us at the association's pavilion, where counseling, information and advocacy will be offered and visitors will be encouraged to be examined to prevent eye diseases.

The presenters at the fair include organizations supporting the association, among them **the Faculty of Optometry at the Bar Ilan University**, **The Optic Doron Company** that will show right ergonomic behavior at the computer, and presentation of new lenses, designed especially for long hours work at the computer. **Blue Eyes** Company will advice the way to wear healthy contact lenses and **I-Optic** Company will explain the audience the use of Multy-Focal lenses. Special thanks to the Shamir Company for their support in promoting preventive medicine for Eyes.

Annual Conference and General Assembly of Lirot Association

Thursday, June 17, 2010 at 16:30 Beit Hatassia, Mark Moshevich Hall, 16th floor 29, Hammered St. Tel-Aviv

Every year, the members of the association, friends and supporters are gathering to learn about new research in eyes health and to hear about the activities of the association in the field of research and preventing medicine.

This year, the central presentation will discuss a new field – Personalized Medicine.

The lecture will be presented by Dr. Lior Soussan-Gutman, the head of Advanced Teva, Teva Pharmaceutical Industries Ltd.

Please confirm your participation in mail - einat@eyes.org.il

EXECUTIVE COMMITTEE: MR. OHAD LAHAV, MR. YOSSI ARIE, DR. ARIE ABIR, PROF. ARI BARZILAI, PROF. DOV WEINBERGER, PROF. ELI HAZUM,
PROF. ANAT LOWENSTEIN, PROF. SAUL MERIN, MR. ARIE NEIGER, MR. MARK AMOS, MR. FREDDY SHAVIV, DR. YAFIT STARK, MR. YAIR SCHAFER
DR. RONIT LEVINGER, PROF. HANNAH GARZOZI, MR. NIR ERDINEST, MR. ASHER GRINBAUM, PROF. JACOB PEER



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Publication

McCann Erickson announced agreeing to provide pro-bono services to the association in the year 2010 and we are grateful to **Mr. Eldad Weinberger**, vice president, for his support of the association. We all hope that we will have a creative year of publicity for the promotion of the preventing medicine for eyes in Israel.

Eye-Mobile for Disadvantaged Elderly

The ambulance project is in progressive planning phase. We are completing the budget and any support will be welcome.

Please see the details of the project and support possibilities by credit card at the **JGOODERS** site

Eye-Mobile for Disadvantaged Elderly in Israel:

<http://www.jgooders.com/ProjectCard.asp?ProjectID=1166>

Sincerely,

Nadine Holander

**General Manager
Liot Association**

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