



## The Eddie Eyeglasses Way

**Eddie Eyeglasses is a trained actor dressed as a pair of giant eyeglasses who talks to young children in a very entertaining way about:**

- (a) eye safety**
- (b) regular visits to the eye doctor**
- (c) why some of us wear eye glasses**
- (d) helping blind people**
- (e) collecting old eyeglasses for Lions clubs to use in their eyeglass programs for disadvantaged people.**

**Over 500,000 children from pre-school through 3rd grade have already enjoyed the Eddie program and learned from it. Thousands of them have contributed old eyeglasses to the Lions Eyeglasses campaign. Numerous testimonials from these children, their parents, their teachers, and sponsors reflect the educational contribution of Eddie's presentation.**

**Sponsors can rest assured that the Eddie program is non-traditional classroom education at its best. The presentation takes place in the classroom, in the school auditorium, in the library, wherever children can be assembled. Millrow provides a total, turn-key professional package, which includes the following:**

- 1. scheduling the show and arranging for Eddie to be on-site**
- 2. providing props, equipment, and hand-out material for the youngsters to take home, like the Eddie poster and the Eddie Toothbrush book**
- 3. arranging media coverage so that the school and sponsor get credit for their community service**
- 4. providing participant feedback to the school and the sponsor**

**Eddie has visited with youngsters from schools in the Midwest, the Southwest, the Far West, the East, and the Northeast. If you are an educator or a state or county agency and you feel that the Eddie program suits your educational mission, contact us. If you are a Lions Club, a school PTA, an eye physician, an eye clinic, a foundation, etc., whose mission includes service to the community, contact us. There is a very good chance that we can link up providers with children's groups that want the program, making it a Win/Win for both.**

**We can be reached at: Millrow's Educational Characters, 939 Northwest Blvd., Columbus, Ohio, 43212, 1-800-838-6960 or [eddieeyeglasses@sbcglobal.net](mailto:eddieeyeglasses@sbcglobal.net)**

**We look forward to talking with you**