



LOOK TO YOUR
FUTURE

Take a close look at the four objects within this box. If something looks off, that's because they've been designed to illustrate the symptoms of two eye diseases: **Wet Age-Related Macular Degeneration (Wet AMD) and Diabetic Macular Edema (DME)**. These diseases are among the leading causes of blindness in the U.S., impacting an estimated 1.5 million people and 750,000 people, respectively.¹⁻³

Yet, too often people blame their Wet AMD or DME symptoms on old age or aren't aware that treatments can help potentially stop and even reverse them. Raising awareness of Wet AMD and DME is ALWAYS important, but especially right now because **February is Low Vision Awareness Month.**

Joining the effort is Days of Our Lives star Deidre Hall whose mother had Wet AMD. Deidre is sharing her story through a public service announcement as part of this campaign, and we are excited to be able to offer exclusive pictures, quotes and even the opportunity to interview her.

If you're interested in helping raise awareness of Wet AMD or DME and helping your viewers take care of their eyesight, contact us at **LookToYourFuture@edelman.com** or look out for a follow up email containing further details, including spokespeople available to help tell the story in your market.

References:

1. What is macular degeneration? Macular Degeneration Partnership Web site. <http://bit.ly/2gz2cPH>. Accessed November 13, 2018.
2. Wet macular degeneration. American Macular Degeneration Foundation Web site. <http://bit.ly/2f3YRb2>. Accessed November 13, 2018.
3. Facts about macular edema. National Institutes of Health, National Eye Institute Web site. <http://bit.ly/2AUxh7s>. Accessed November 13, 2018.

Signs and Symptoms of Retinal Diseases

www.LookToYourFuture.com



Blurriness in the center of vision

How would it feel to live your life in a blur? Take a look at the graphic on this mug as you drink your morning coffee, and consider the many ways blurriness in the center of your vision could affect your life.

Blind spots or patches

Try getting ready in this mirror, and see for yourself how blind spots or patches caused by Wet AMD or DME can affect your daily routines and make seeing the ones you love more difficult.

Straight lines that look wavy

Imagine having to give up writing or reading because the lines on the page look wavy. This notebook illustrates what it could be like. Now imagine seeing the lines on the road in the same way. For those with Wet AMD and DME, it means having to give up driving as well.

Colors that look dull or washed out

What if the only colors you could see were dull and washed out? Paintings. Flowers. A beautiful sunset. They just wouldn't be the same. Wet AMD or DME can take away the vibrancy of your world as these sticky notes illustrate.