

LOOK TO YOUR FUTURE

January 28, 2019

Dear PSA Director:

Wet Age-related Macular Degeneration, or Wet AMD, is one of the leading causes of blindness in the U.S., impacting an estimated 1.5 million people.

This eye disease often appears in people as they age and can rob them of their independence – affecting their ability to read, write, drive and recognize faces. Common symptoms of Wet AMD include blurriness in the center of vision, blind spots or patches, straight lines that look wavy, or colors that look dull or washed out.

This public service campaign and related website, <http://www.looktoyourfuture.com>, provided by Regeneron, were created to share information and resources to help those at risk for, or living with, Wet AMD to recognize symptoms and proactively manage this disease.

We hope that you will consider airing these PSAs featuring *Days of Our Lives* star Deidre Hall. Deidre's mother had Wet AMD, and in these spots she shares her personal story.

These PSAs are evergreen; however, February is Low Vision Awareness Month, making it a great time to start airing them.

Media Available:

- 60 Second TV PSA
- 30 Second TV PSA

Kill date: None

For more information, please contact:

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