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**For Immediate Release**

**NEW JERSEY LIONS EYEGLOSS RECYCLING CENTER (NJLERC)  
ANNOUNCES START OF NJCURE PILOT PROGRAM**

**Trenton, April 1, 2013** -- The New Jersey Lions Eyeglass Recycling Center, a 501 (c) (3) Non-Profit Organization that is run by unpaid volunteers, is pleased to announce the start of the **NJ CURE ‘Pilot’ Program**. The goal of this Pilot Program is to make it possible for any individual in New Jersey, who does not have insurance or does not have the financial ability to pay for an eye exam or a pair of eyeglasses, to receive assistance through NJ CURE with the application help of a local Lions Club and a local Eyecare Provider who is willing to donate an eye exam. NJ CURE will then provide the prescribed eyeglasses to the Eyecare Provider who fits the eyeglasses to the person who received the donated eye exam.

Due to challenging economic times and growing unemployment, the reality is that more people are losing jobs and their vision coverage. According to NJ CURE Coordinator, Alan Brewer, “It is not unreasonable to ask a local Eyecare Provider to give a little time to help someone less fortunate in a town where they make their living-- it just makes good sense to give back.” Lions will also benefit from having a network of volunteer Eyecare Providers willing to help area residents.

The NJ CURE Pilot program is designed to “correct uncorrected refractive error”, in other words to correct poor vision, and to assist those financially indigent people who otherwise could not afford to get quality eye care. This “grass root” effort will also help to reestablish a local Lions Clubs visibility in the community while assisting needy people to secure the “Gift of Sight”. According to President Alan Brewer, “Lions will now have access to their own statewide vision program which is designed to help Lions Clubs assist people in their local communities.”

The NJ CURE Pilot Program will utilize a branded “Lions Lens” developed by Essilor Corporation along with new, donated frames from various frame manufacturers to provide custom eyeglasses to patients. Through a partnership with Optometry Cares – Vision USA (American Optometric Association) free eye exams and a pair of eyeglasses can be provided to individuals who meet the eligibility criteria under the Vision USA program. In addition, local Lions Clubs can have their own local optometrist participate by providing free exams to children on a school lunch program and/or to qualified indigent people without vision insurance.

There are an estimated 78 Optometrists within the Optometry Cares (Vision USA) program willing to participate in the effort. More information is available by visiting [www.njlerc.org](http://www.njlerc.org). Click on “NJ/NY/PA CURE” to download the application form and directions. The NJ CURE Pilot Program will start on April 1, 2013 end on March 31, 2014.

Currently there are over 5,000 Lions members in over 200 Lions Clubs in the state of New Jersey. These Lions Clubs are groups of men and women who identify needs within their communities and perform volunteer work together to fulfill those needs.

Lions Clubs International is the world's largest service club organization with nearly 1.35 million members in approximately 46,000 clubs in 207 countries and geographical areas around the world. Since 1917, Lions Clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at [www.lionsclubs.org](http://www.lionsclubs.org), and for more information or how to get involved with the New Jersey Lions Eyeglass Recycling Center and the NJCURE Pilot Program, please contact: Alan P. Brewer at (908)788-5466 or [njlerc@aol.com](mailto:njlerc@aol.com).

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