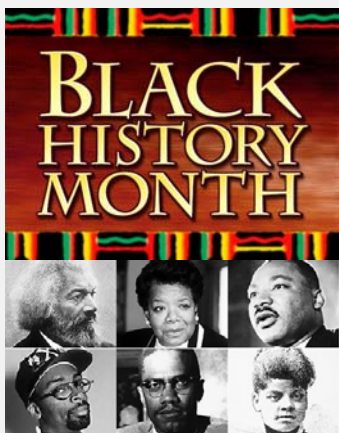




# PREMIER IN THE COMMUNITY

FEBRUARY 2015



## BLACK HISTORY MONTH

The U.S. celebrates Black History Month in February to honor African-Americans' achievements and contributions to society. People and organizations across the country hold events to recognize pioneers such as Rosa Parks, Thurgood Marshall and Jackie Robinson. In its earliest form, the tradition is almost 90 years old, but some people don't know its origins. Historian Carter G. Woodson established Negro History Week, which began Feb. 12, 1926. He scheduled it at that time to match up with the birthdays of Frederick Douglass and President Abraham Lincoln. In 1976, Negro History Week became Black History Month. President Gerald Ford urged the public to "seize the opportunity to honor the too-often neglected accomplishments of black Americans in every area of endeavor throughout our history," according to the International Association of Official Human Rights Agencies. Nowadays, every Black History Month has a different theme. This year, it is "A Century of Black Life, History and Culture."



## BE THE MATCH

In 1987, a twelve year-old boy named Shane generously gave the gift of life to his little sister, Nicole, who had been diagnosed with leukemia. Nicole's bone marrow had stopped making healthy blood and a bone marrow transplant was the only possible cure. Shane was asked by his parents if he would donate his healthy cells, which he willingly did, giving Nicole six more very healthy years before she eventually relapsed, requiring a second stem cell infusion. Shane stepped up again to donate but Nicole eventually succumbed to her illness. In her memory, Kickin' for Kids was founded by Nicole's mother, Marla Grant.

Be the one  
to save a life.

BE THE MATCH

Since 1995, Kickin' for Kids has been recruiting marrow donors for the National Bone Marrow Registry. Because age and a diverse ethnic population in marrow donation is very important, Premier Eye Care employees have great potential to save lives.

## KICKIN' FOR KIDS

This month, you'll have the ultimate volunteer opportunity – a chance to become someone's hero, just like Shane did for Nicole. A patient has about a 25% chance of finding a family member who is a match for marrow donation, otherwise patients must rely on the National Bone Marrow Registry to find their donor hero – and that's where you come in.

Kickin' for Kids will hold a marrow registry drive at Premier on February 17 and if you're eligible, we hope you'll consider giving this extraordinary gift. Watch for more information in the coming weeks, but in the meantime, visit Transplant Basics at [BeTheMatch.org](http://BeTheMatch.org) for all the facts. Information, a form to complete and a simple cheek swab – no needles!

Kickin' for Kids is also on Facebook: [Facebook.com/KickinforKids](https://www.facebook.com/KickinforKids)



## ABOUT PREMIER EYE CARE

Premier's People, Planet, Profit triple bottom line means we are dedicated to helping the community. Contributions to 501(3)(c) charities since 2012 have topped \$400,000 and include diverse groups like the American Heart Assoc., the Drug Abuse Treatment Assoc., the Girl Scouts, Kenya Rescue, Tampa Crisis Center, Prevent Blindness, and more. Stay tuned for company-wide opportunities.



PREMIER EXPERTISE. PREMIER SERVICE.