



PREMIER IN THE COMMUNITY

MARCH 2016



KEEP AMERICA BEAUTIFUL

Keep America Beautiful is a U.S. based nonprofit organization. It was founded in 1953 by a consortium of American businesses (including founding members Philip Morris, Anheuser-Busch, PepsiCo, and Coca-Cola), nonprofit organizations, government agencies, and concerned individuals. Keep America Beautiful was a reaction to the growing problem of highway litter that followed the construction of the Interstate Highway System, and an increasingly mobile and convenience-oriented American consumer.

The original goal of the organization was to reduce litter through public service advertising (PSA) campaigns. Its mission is to engage individuals to take greater responsibility for improving their community environments. Their focus areas are: waste reduction and recycling, litter prevention, and beautification and community greening. Keep America Beautiful is a highly rated nonprofit, achieving 4-star (top) ranking by independent organization Charity Navigator and is an EarthShare member charity.

The organization is best known historically for the "Crying Indian" public service advertisement (PSA) which launched on Earth Day in 1971. Keep America Beautiful was the first organization to bring littering to national attention. It made "litterbug" a household word.



PREMIER BEACH CLEANUP

Saturday April 30th from 8:00 am to 10:30 am, is the next scheduled Beach Cleanup at Boynton Beach Inlet. It coincides with Keep America Beautiful's Great American Cleanup, which actually starts March 20nd and ends April 30th. Email the community service committee if interested.

BLANKETS AND PILLOW CASES FOR SMILES

This past weekend Bridget Linnabery, Dulce Alvarado, Kim Trajbar, Crissia Corbitt, and Nishat Tasnim made pillow cases for a charity called Ryan's Cases for Smiles. They are a charity dedicated to helping kids feel better to heal better. "It was a lot of fun, and once the girls unraveled their cases their faces brightened up like it was Christmas morning," says Bridget. They plan on finding a larger space for the next time they help Case for Smiles.

The next event – Project Linus – already has garnered a lot of interest. No sewing involved since the blankets have already been prepared. It is very easy to help out. Please see the flyers in the kitchens or contact Bridget Linnabery via email.

Charities like Project Linus and Cases for Smiles are very appreciated not just by the children but by the parents as well. A hospital stay can be a terrifying experience for a child – especially those with cancer and other life-changing illnesses. Recent research indicates 20% of children who are hospitalized with cancer and 30% of their mothers suffer full symptoms of Post-Traumatic Stress Disorder (PTSD). These rates are comparable to that experienced by U.S. War Veterans serving since the Vietnam War. The good news is trauma can be minimized and outcomes improved through experiences that reduce stress.



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 \$600,000 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.



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