



European Academy
of Optometry and Optics

PRESS RELEASE

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ACADEMY FACILITATES NEW INITIATIVE TO BENEFIT STUDENTS ACROSS EUROPE

SWITZERLAND – The European Academy today announced a new tri-party sponsorship arrangement. The unique three year agreement involves the Institute of Optometry at Fachhochschule, Switzerland, Knecht & Müller AG, Switzerland and the European Academy of Optometry and Optics. The agreement makes provision for a fixed grant to enable the six highest achieving final year students at the Institute of Optometry to attend the Academy's annual conference. It also provides a limited grant for 2nd year students to benefit from a sponsored annual membership of the Academy.

“Students are the future of the profession and it is important for us to engage fully with this key audience, I am therefore delighted that we have been able to facilitate this relationship and I am convinced it will have a tremendous impact European eye health care”, said Thomas Fischer, CEO of Knecht & Müller AG.

“Knecht & Müller is a modern company: we accept our responsibilities as a corporate enterprise and our business considerations take into account more than just today's generation. This arrangement we have created will help the future generations of optometrists, opticians, vision scientists, educators and researchers - a central concern for all of us. As a Founder member of the Academy and a delegate at this year's conference, I believe it is vital we find ways to help the next generation benefit from involvement with this visionary new organisation.”

Speaking in response, Professor Crelier, President of the Academy and Director of the Institute of Optometry at Fachhochschule Nordwestschweiz said, *“This is a multi-level relationship and reflects exactly the principles of the Academy and how we want to shape European optometry and optics going forward. It has been met with much excitement by our 3rd year students at the university. It's absolutely vital to have students involved in the development of the Academy and I very much hope this level of support will be duplicated by other universities and businesses. I would urge them to consider getting involved to help support our next generation of optometrists, opticians, educators and researchers – the future of our profession.”*

This year's Academy conference was held in Prague, Czech Republic and attracted over 230 delegates from over 32 countries. The event focused around the themes of education, research and clinical practice in optometry, optics and vision sciences and provided valuable learning and networking opportunities.”

Dates for the Academy's next annual conference will be 20-22 April 2012.

-Ends-

For further information or to request photography from this meeting please contact Ellen Colquhoun, Head of Marketing and Communications at the College of Optometrists on + 44 (0) 20 7766 4342 or email Ellen.colquhoun@college-optometrists.org

Notes for Editors:

The secretariat for the European Academy is provided by the College of Optometrists, London, United Kingdom. For more information about the European Academy please go to www.eaoo.info or contact:

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