

**Subject line: Majority of Americans are in the dark about diabetic eye disease**

Hello **Reporter**,

November is National Diabetes Awareness Month and the American Optometric Association (AOA) **and/or State Association** would like to remind Americans that yearly eye exams are crucial for the early detection of diabetic eye disease, the leading cause of new cases of blindness in adults age 20-74.

Diabetic eye disease often shows no visual signs or symptoms before leading to blindness. During a comprehensive eye exam, doctors of optometry will dilate the eyes and look for indications of diabetic eye disease, such as leaking blood vessels, swelling and deposits within the retina.

If you are interested in speaking with Dr. **Name**, a local diabetes and eye care expert please let me know. **He/She** is extremely well-versed in this subject and would be happy to provide **his/her** professional insights. For additional information and new data on Americans' lack of awareness and knowledge surrounding diabetic eye disease, please reference the below press release.

Thanks,

**Name**

**Contact Information**

**[Paste press release text here]**