



## OPERATION SIGHT MEDIA KIT

The Operation Sight media kit is designed for practices to assist them with the promotion of “Operation Sight Day.” The kit contains essential materials created to inform and engage potential patients, and assets to get the most out of local media coverage.

Each Operation Sight media kit contains the following items:

- **Press Release Template:** Provides a detailed overview of Operation Sight and its mission. Specific details, such as the date and time of a practice’s event, can be customized.
- **Marketing Assets**
  - **Posters, Flyers, and Table Tents:** Physical materials designed to be placed around the practice and inform patients who might qualify.
  - **Social Media Graphics:** Designed to help push event promotions on social platforms like Facebook, Instagram, X, etc.
- **Media Outreach Guide:** A detailed outline on how to work with local media outlets, ensuring practices get the most out of their coverage on the event.
- **FAQs and Talking Points:** High-level information to help with interviews and answering patient questions on Operation Sight. Can be used for media interviews, conversing with patients, or any situations where it may be appropriate.
- **Testimonial Videos:** Patient success stories that highlight the positive impact of free cataract surgery.

Each item is designed so practices may customize them to fit the specific date on which they host their Operation Sight event.