



Seva.org
1786 Fifth Street, Berkeley, CA 94710

FOR IMMEDIATE RELEASE:

MEDIA CONTACT: Aaron Simon
Communications Director
510-845-7382 x333
asimon@seva.org

This Holiday Season, Give a Gift that Does a World of Good

Seva.org's Gifts of Sight® Turns Your Compassion into Sight Saving Solutions

BERKELEY, CA (November 30, 2014) – Come December, skip the long lines and steep price tags at the department stores and instead give someone a gift that matters — like sponsoring sight-restoring eye surgery for a child who is blind in Nepal, or providing free eyeglasses to a Native American youth who is struggling in school due to low vision.

This holiday season, shoppers can reconnect with the true meaning of the season by sending Gifts of Sight® from Seva.org to honor their friends and loved ones.

For more than 35 years, Seva.org has celebrated compassion and embraced the connections we each share as global citizens. Working in many of the poorest communities around the world, Seva.org creates grassroots programs that build sustainable solutions to poverty.

"The holidays to me represent a time for giving — not just in material form, but in compassion and service," said Jack Blanks, Seva.org's Executive Director. "Our Gifts of Sight program embodies this spirit and allows people to turn gift giving into a way to help those in need. Imagine being able to give someone their eyesight back! I can't think of a better holiday gift than that."

Here's how it works:

- Browse the Gifts of Sight catalog, available in print and online at www.seva.org/gifts, and select gifts to honor your friends, family, and business associates. These alternative gifts are actually services, such as bringing cataract surgery to people in remote rural regions of Tibet, and all gifts are tax deductible.
- For each gift, Seva.org sends a beautiful card for you to honor the special people in your life. Each card contains a description of what the gift will achieve and space for a personal message from you. Seva.org also offers Gifts of Sight eCards that can be sent by email — perfect for last minute shoppers.
- Your gift of compassion will change someone's life forever!

"I love the variety of choices that Gifts of Sight offers, so I can find something really meaningful for each person on my holiday list," says Meg Conkey of Berkeley, California. "My son has traveled a lot in Nepal, so he loves the gift that brings eye care to the villagers there. And I love the 4-Pack Gift Cards, so I'm always ready for spur of the moment gift giving. It's perfect — something for everyone!"

For more information about Seva.org and Gifts of Sight, please visit: www.seva.org/gifts.

About Seva.org

Seva is a Sanskrit word meaning service to others. Seva.org's work is made possible by the generosity of donors and volunteers inspired by the spirit of service. Seva.org works to prevent blindness and restore sight worldwide. Our programs build the capacity of underserved communities to provide comprehensive and high-quality eye care that is accessible by all. In our 35+ years of service, Seva.org has helped 3.5 million people who were blind to see again through affordable cataract surgeries and other sight-saving medical interventions. Each year Seva.org provides glasses and other eye care to 1 million people in 22 countries.

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