

**PUBLIC SERVICE ANNOUNCEMENT ...
UV SAFETY MONTH**

(30 seconds)

Skin cancer. Wrinkles. Premature aging. Now you can add cataracts and macular degeneration - eye conditions that can lead to blindness - to the list of dangers the sun can inflict.

This is Dr. [Name], an Eye M.D. practicing in [City]. Recent studies have shown that prolonged exposure to the sun's ultraviolet rays without protection may cause serious eye conditions that can lead to vision loss and blindness.

Because July is UV Safety Month, Eye M.D.s across the country are taking this opportunity to urge Americans to wear sunglasses and wide-brimmed hats whenever spending prolonged time in the sun.

Wear sunglasses that block 99 to 100 percent of UV-A and UV-B rays. Buying a good pair of sunglasses is not enough. You must remember to wear them whenever you're outside. Don't be fooled by a cloudy day. The sun's rays can still burn through the haze and thin clouds.

And please, don't forget the kids. Children should also wear hats and sunglasses and try to stay out of the sun between 10:00 a.m. and 2:00 p.m., when the sun's ultraviolet rays are the strongest.

Have fun in the sun, but remember to protect your eyes!