



# ASRS

American Society of  
**Retina Specialists**

Dear PSA Director,

Retinal disease can steal your vision, but it doesn't have to. There is hope. Innovative treatments developed and delivered by retina specialists can prevent vision loss, allowing people with retinal disease to maintain active, independent lives.

The [American Society of Retina Specialists](#) has launched an awareness campaign aimed at preventing blindness from common adult retinal conditions such as age-related macular degeneration (AMD), diabetic retinopathy and retinal detachment,

Age-related macular degeneration (AMD) is the leading cause of vision loss among older Americans, affecting more than 19.5 million people. Diabetic retinopathy is the most common cause of irreversible blindness in working-age Americans, affecting nearly 10 million people. Retinal detachments impact 1 in every 10,000 people in the US annually.

Common adult symptoms of retinal disease include distortion or warping of straight lines, loss of central vision, blurred or distorted vision, the appearance of spots, floaters, flashes of light or a curtain-like shadow in vision.

Through these public service announcements, the public will learn the importance of seeking early treatment from a retina specialist. Retina specialists are highly trained physicians and surgeons who treat retinal conditions in adults and children as well as severe eye trauma.

More information is available at [FindYourRetinaSpecialist.org](http://FindYourRetinaSpecialist.org).

These TV and radio PSAs are evergreen; there is no end date. Thank you for your support of this important awareness-raising campaign!

For more information, please contact:

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