

2024 Media Interview Messaging & Potential Questions

Important Dates:

- Registration: April 1 - 30, 2024
- Exams: May 1 - 31, 2024

Three Key Messages:

- The goal of the ACVO/Epicur National Service Animal Eye Exam Event is to provide as many free eye exams as possible to eligible service animals across the U.S., Canada, Hong Kong, Puerto Rico, and the U.K. throughout May. (Please refer to the event as the ACVO/Epicur National Service Animal Eye Exam Event).
- Starting April 1, log on to www.ACVOEyeExam.org to register your Service or Working Animal for the event. (It is important that people know they MUST register online first, before calling a participating ophthalmologist).
- The American College of Veterinary Ophthalmologists and Epicur Pharma are proud to sponsor this event and hope to increase public awareness of veterinary ophthalmologists through philanthropic initiatives such as the National Service Animal Eye Exam Event.

Potential Questions:

Q: What are the warning signs an animal may have an eyesight problem?

Q: What should an owner do if they think their animal has an eye sight problem?

Q: What does the eye exam consist of?

Q: How does someone who has a Service or Working Animal participate in the event?

Q: What Service Animal groups are eligible to participate? (Please see detailed qualifications listed at www.ACVOEyeExam.org)

Q: How many veterinary ophthalmologists are participating?

Q: How many animals do you expect to provide exams to?

Q: What types of Service Animals qualify for the event?

Q: How long has the event been running?

Q: What happens if a Service Animal doesn't pass their eye exam?