

Seva Canada's Gifts of Sight Are Priceless Gifts for the Holiday Season

Vancouver, BC: Looking to stray away from giving conventional gifts this holiday season? Wanting to give a unique holiday gift that is meaningful and has the power to transform lives? Seva Canada's "Gifts of Sight" are a great solution for shoppers looking for something unique and thoughtful to give their friends and family during this holiday season.

"More and more people are turned off by the consumerism of Christmas and are searching for gifts that are ethical and that truly make a difference," says Heather Wardle of Seva.

Seva Canada is a Vancouver-based international eye-care charity working in seven countries in the developing world: Nepal, Tibet, India, Tanzania, Cambodia, Egypt and Guatemala. For over 28 years Seva Canada has worked to eliminate preventable blindness by training local eye care professionals because it is Seva's belief that with adequate skills and resources all people can meet their own needs.

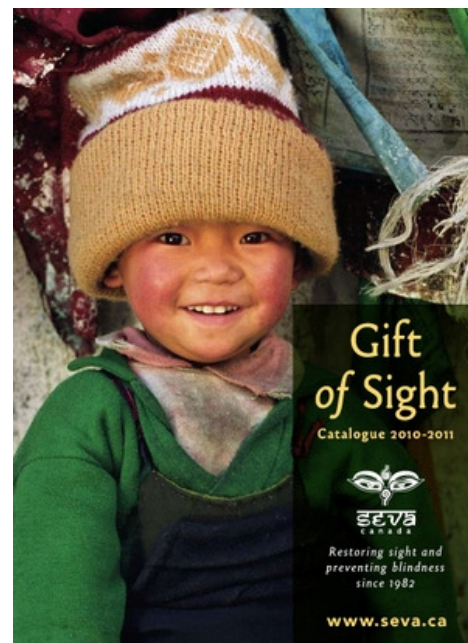
"By giving someone their sight they can return to work, care for their family, live a longer and healthier life, see their loved ones and free their caregivers. In these challenging economic times, you can't beat the return on investment of restoring someone's sight. \$50 will pay for a cataract surgery. It's one of the most cost-effective health interventions," adds Heather Wardle.

Each autumn Seva Canada publishes its "Gift of Sight" catalogue with alternative gifts and products to suit a range of ages and budgets.

Approximately 314 million people worldwide live with serious vision impairment. Of these, 45 million people are blind and 124 million have low vision. Ninety percent of blind people live in low-income countries. It doesn't have to be this way.

This Christmas transform darkness into light. Visit Seva's website at www.seva.ca where the complete Gift of Sight catalogue is available.

For more information please call Penny Lyons at 604- 713-6622. Eye care images and sight restoration stories are available on request.



"My granny in Lhasa had her sight restored by Seva. When she was blind, she hated to be a burden to my mother and she no longer wanted to live. Now that she can see again, she says even the ugliest things look beautiful."

Kalsang Dawa,
Tibetan thangka painter
Vancouver