



**EYE BANK
ASSOCIATION
of AMERICA**

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: RUSTY KELLY,
VICE PRESIDENT
202-775-4999, EXT. 12
RUSTY@RESTORESIGHT.ORG

EBAA PROVIDES FACTUAL INFORMATION TO COUNTER HOLLYWOOD'S GROSSLY INACCURATE PORTRAYAL OF THE GIFT OF SIGHT IN "THE EYE"

The Eye Bank Association of America (EBAA) provides the following factual information to counter Hollywood's grossly inaccurate portrayal of the miracle of the gift of sight in the upcoming movie, "The Eye," starring Jessica Alba.

Lionsgate's film explores the concept of "cellular memory." A non-scientific theory that supposes that an individual's memories, habits and interests can be transferred from person-to-person by means of human eye, tissue or organ transplantation; in the case of the "The Eye," this is portrayed to be a result of a double cornea transplant.

Historically, corneal transplants have been performed for over 100 years, since the first successful human-to-human transplant in 1905 by Dr. Eduard Zirm, in the Czech Republic. Since that time, the miracle of the gift of sight has allowed almost 1,000,000 individuals worldwide to have their sight restored, with no reported cases of memory transference (cellular memory).

Currently, there are not synthetic replacements for the human cornea, so corneal surgeons and patients who receive a cornea, are reliant on the altruistic act of tens of thousands of Americans each year to donate their ocular tissue following death.

Some facts about corneal transplantation and eye donation follow:

- Each year, over 45,000 individuals donate their corneas for transplantation, research and education.
- Each year, over 30,000 Americans receive a human cornea to restore their sight due to corneal disease.
- Corneal transplantation has one of the highest rates of success of any human tissue or organ transplantation.
- Corneal surgeons have developed new surgical techniques to allow more individuals with blinding conditions to have their vision restored, but the EBAA needs your help...become an organ, eye and tissue donor.
- To find out how to become a donor in your state, visit the EBAA's website at www.restoresight.org and click on the Donate Life logo.

The Eye Bank Association of America (EBAA), established in 1961, is the oldest national transplantation association in the world. The EBAA is dedicated to the restoration of sight through the promotion and advancement of eye banking. It has led the transplantation field with the establishment of medical standards for the distribution of ocular tissue and comprehensive training and certification programs for eye banking personnel. These standards have been used as models for other transplantation organizations. There are approximately 100 member eye banks operating in locations in over 40 states, the District of Columbia, Puerto Rico, Canada, Europe, and the Middle East that make possible annually more than 45,000 sight-restoring corneal transplants worldwide.

###

**EBAA • 1015 18th Street, NW, Suite 1010 • Washington, DC
20036 • www.restoresight.org**