



For Immediate Release
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Salus University to Honor Civic Advocate Shelly Yanoff at 11th Annual “Looking Out for Kids” Charity Event

Elkins Park, Pa. – Children’s advocate and civic leader Shelly Yanoff will be honored when Salus University holds its 11th annual “Looking Out for Kids” (LOFK) charity event on Saturday, November 11, at 6:30 p.m., at the Philadelphia Cricket Club in the Chestnut Hill section of Philadelphia. The event helps support some of the region’s most vulnerable and disadvantaged children through the rendering of comprehensive vision care and eyeglasses.

Ms. Yanoff will receive the “Looking Out for Kids” Lighthouse Award, established last year to honor those who are beacons of light and sources of strength in the community in which they live, work and serve, above and beyond their own occupations. The former executive director of Public Citizens for Children and Youth, she has demonstrated an unwavering commitment to improving the lives of children and families through her advocacy of quality healthcare, child care, public education and family stability.

Emmy Award-winning NBC10 news anchor and reporter Rosemary Connors will co-host the evening.

ABOUT LOFK

For decades, doctors and optometric interns at The Eye Institute (TEI) of Salus University have been providing vision care services to economically disadvantaged children. The LOFK fundraiser was established in 2007. With an estimated one in four children having a vision problem, untreated vision problems can affect a child’s success in school. LOFK is making a difference in the lives of the children served, as correcting a child’s vision will positively impact the child’s academic success.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician

Assistant, Public Health, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in the Philadelphia area that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 11,300 alumni worldwide. For more information, please visit www.salus.edu.