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FOR IMMEDIATE RELEASE

**EyesOn Design Honors Vision and Celebrates Design During Father's Day Weekend**

- Events support the Detroit Institute of Ophthalmology's (DIO's) mission of providing assistance for the visually impaired
- All proceeds from EyesOn Design events benefit the DIO

**Grosse Pointe Park, Mich., June 8, 2009** -- EyesOn Design and the Detroit Institute of Ophthalmology (DIO) will host a weekend of charity and entertainment throughout Father's Day Weekend, June 19-21, 2009. The 22<sup>nd</sup> annual EyesOn Design is a three-day event that supports the DIO's mission of providing assistance for the visually impaired and preserving vision through committed education and research.

Hosted by EyesOn Design, events include the Eve of Eyes Designers' Night, the Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch.

"The DIO is best known for managing some of the largest support groups for patients with macular degeneration in the United States," said Marcus Shelley, 2009 Chairman—EyesOn Design. "Contributions raised at this event will continue to provide a variety of services to hundreds of blind and low-vision people throughout southeastern Michigan."

All proceeds from EyesOn Design events benefit the DIO, a 501(c)(3) not-for-profit organization that offers programs in ophthalmic research, support for the visually impaired and blind, as well as public and professional education.

**Eve of Eyes**

Hosted by EyesOn Design, the Eve of Eyes Designers' Night is the first of four Father's Day weekend events. It will take place on Friday, June 19, at the Walter P. Chrysler Museum in Auburn Hills, Mich. This casual event invites designers, engineers, marketers and the individuals they serve best—motorcycle and vehicle enthusiasts—to network and socialize. The event begins at 6 p.m. with a display of classic and exotic vehicles, presentations from top designers, product introductions, hybrid vehicles, new visualization software, design and head-to-head sketch-off competitions.

The Eve of Eyes Designers' Night tickets are priced at \$25 for students with a student ID, \$40 for the general public and \$100 for VIP status. Cash bars and refreshments are available. For more information, please visit [www.EyesOnDetroitDesign.com](http://www.EyesOnDetroitDesign.com).

**Vision Honored**

The Vision Honored creative black-tie affair will take place on Saturday, June 20, at the General Motors (GM) Heritage Center in Sterling Heights, Mich.

Each year at EyesOn Design, notable designers and past recipients select an individual to receive the DIO's prestigious Lifetime Design Achievement Award. As Honorary Chairman for the show, Frank Klegon, Executive Vice President—Product Development, Chrysler LLC, will present the award to iconic motorcycle designer Willie G. Davidson, Senior Vice President and Chief Styling Officer at Harley-Davidson Motor Company.

Prior to the start of the creative black-tie affair, motorcycle enthusiasts are invited to ride with Davidson. The ride will begin at 4 p.m. at the ABC Harley-Davidson in Waterford, Mich., and end at the GM Heritage Center. The Vision Honored cocktail reception starts at 6 p.m., followed by dinner and the presentation of the DIO Lifetime Design Achievement Award at 7 p.m.

The Club Night Vision segment of the evening begins at 9 p.m., and features cocktails, desserts, and a spectacular display of fashions, art, film and music inspired by the designs of Davidson. Tickets for Club Night Vision only are priced at \$75 per person. Tickets for the full evening are priced at \$300 per person or \$2,750 per table of 10.

### **EyesOn Design Automotive Design Exhibition**

On Father's Day, June 21, EyesOn Design and the DIO have an entire day of events planned. At 9 a.m., motorcycle enthusiasts are invited to ride with Davidson from the ABC Harley-Davidson in Waterford, Mich., to the Edsel & Eleanor Ford House in Grosse Pointe Shores, Mich. A suggested donation of \$50 per rider or \$75 with a passenger is requested, which includes admission to the EyesOn Design Automotive Design Exhibition, as well as a commemorative pin. A portion of the ticket price is tax deductible.

The EyesOn Design Automotive Design Exhibition begins at 10 a.m. at the Edsel & Eleanor Ford House. The annual automotive design show features more than 200 automotive and motorcycle designs from the past, present and future. With this year's theme, "The Art of Automobile Advertising & Design," EyesOn Design will pair historic vehicles with advertisements from the era of each vehicle's commercial introduction. In addition, the work of legendary painter and creator of this year's event-themed poster, Art Fitzpatrick, will be onsite. EyesOn Design general admission is \$20 per person, children 12 and under are free with a paying adult.

### **Private Eyes Brunch**

Also on Sunday, June 21, the Private Eyes Brunch will be held between 11 a.m. and 2 p.m. at the Edsel & Eleanor Ford House. Tickets are priced at \$100 per person and \$50 per child age 12 and under.

Event tickets for the Eve of Eyes Designers' Night, Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch are available online at [www.Acteva.com/go/eyeson](http://www.Acteva.com/go/eyeson). For more information on EyesOn Design events, please call (313) 824-4710 or visit <http://www.eyesondetroitdesign.com> and <http://www.eyesondesigncarshow.com>.

For more information on the motorcycle-ride opportunities with Davidson, please call (248) 674-3175 or visit <http://www.abc-harley-davidson.com>.

For sponsorship information, please contact Judi Dara from the DIO at (313) 824-4710 [jdara@eyeson.org](mailto:jdara@eyeson.org) or Mike Powers from EyesOn Design at (248) 760-6598 [mpowers@eyeson.org](mailto:mpowers@eyeson.org).