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FOR IMMEDIATE RELEASE

**What Makes EyesOn Design Awards Judging Special?**

*Blind and visually impaired young-adults are an important part of the judging process*

**Grosse Pointe Park, Mich., May XX, 2009** -- One of the unique features of the EyesOn Design Automotive Design Exhibition, held each year on Father's Day at the Edsel & Eleanor Ford House in Grosse Pointe Shores, Mich., is the judging. One category is done by a group of blind and visually impaired young-adults who rank vehicle design based on touch alone.

At the Detroit Institute of Ophthalmology's (DIO's) support group meetings, young visually impaired members select a category of vehicles to judge. This selection process takes weeks, and the group takes several options into consideration before deciding on one design.

At the 22<sup>nd</sup> annual EyesOn Design on June 21, 2009, this group will don white cotton gloves and, guided by several young automotive designers, will spend hours comparing the curves of fenders, the slants of windshields, the sizes of wheels and the proportions of each of the cars in the selected category.

Usually, there are approximately 10-12 vehicles to judge, and it takes the group about 2 hours to complete the process. Often dozens of visitors serve as bystanders of the process and are impressed with the judges' choice.

The "judging by touch" is a tradition that goes back nearly to the origins of the EyesOn Design car show. It serves as a very visible reminder to all attendees of the show that EyesOn Design is more than an automotive design show. All proceeds from EyesOn Design events benefit the DIO and support its mission of providing assistance for the visually impaired and preserving vision through committed education and research.

One of the major uses of the money raised by the EyesOn Design events is the sponsorship of the DIO's internationally renowned research initiatives: the Eye and the Auto World Congress and the Eye and the Chip World Congress.

The Eye and the Auto World Congress addresses the relationship between vision and the safe operation of a motorized vehicle. The Eye and the Chip World Congress, hosted bi-yearly by the DIO, focuses on a visual neuro-prosthetic device that is one day expected to be implanted into the eye or the brain of blind individuals with the goal of affording these individuals some level of useful vision.

A successful EyesOn Design weekend helps to make each of these efforts possible. For more information about each of these world congresses, please call (313) 824-4710, or visit <http://www.eyeson.org/teatc.html>.

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

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 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).

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