



2018 Media Interview Messaging & Potential Questions

Important Dates:

Registration: April 1 -30, 2018

Exams: May 1 - 31, 2018

Three Key Messages:

- The goal of the ACVO/StokesRx National Service Animal Eye Exam Event is to provide as many free eye exams as possible to eligible service animals across the U.S. , Puerto Rico and Canada throughout May. (Please refer to the event as the ACVO/StokesRx National Service Animal Eye Exam Event).
- Starting April 1st, log on to www.ACVOEyeExam.org to register your Service or Working Animal for the event. (It is important that people know they MUST register online first, before calling a participating ophthalmologist).
- The American College of Veterinary Ophthalmologists and Stokes Pharmacy are proud to sponsor this event.

Potential Questions:

Q: What are the warning signs an animal may have an eyesight problem?

Q: What should an owner do if they think their animal has an eye sight problem?

Q: What does the eye exam consist of?

Q: How does someone who has a Service or Working Animal participate in the event?

Q: What Service Animal groups are eligible to participate? (Please see detailed qualifications listed at www.ACVOEyeExam.org)

Q: How many veterinary ophthalmologists are participating?

Q: How many animals do you expect to provide exams to?

Q: What types of Service Animals qualify for the event?

Q: How long has the event been running?

Q: What happens if a Service Animal doesn't pass their eye exam?