



Product spotlight

This summer, zoom in on the world around you with a modern video magnifier from CNIB!

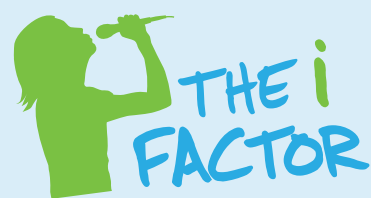
Video magnifiers are the most powerful and flexible way to enlarge printed material and images. You can customize the settings to suit your needs exactly – so reading your mail or the newspaper becomes so much easier.

Whether you want a convenient pocket-sized model or a powerful desktop system, CNIB is your one-stop source for these handy devices. To learn more about video magnifiers and where you can try one out, call us at 1-866-659-1843.

For even more practical products that will make your life easier, visit us online at webstore.cnib.ca.



Mark your calendar!



The i Factor

Canadians with vision loss are putting their musical skills to the test in The i Factor, CNIB Lake Joseph Centre's new musical competition specifically for people with vision loss.

Contestants over 16 years of age entered the contest by uploading a two-minute video of their performance to theifactor.ca. The top ten finalists, selected by an independent panel, will be transported to Lake Joe, CNIB's fully accessible recreational facility in the heart of the Muskokas, for a week of musical training in advance of the live finale on August 8.

At this premiere gala event, the top ten will perform in front of a panel of celebrity judges and compete for audience votes. The grand prize is roundtrip transportation and accommodation in a to-be-determined Canadian city for the winner and a guest. There, the winner will have a once-in-a-lifetime chance to open for Juno-nominated singer-songwriter Terry Kelly.

For more information about this great competition, visit theifactor.ca today!

Accessibility update



BMO Bank of Montreal has added audio capability to all of its ABM machines, making it easier for people with vision loss to do their banking independently. Using a headset, you can listen to bilingual instructions on how to perform ABM transactions. For help in getting started, visit your nearest BMO branch.

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CNIB Vision is also available in French, electronic and alternative formats



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Iron will

B.C. triathlete sets inspiring fundraising goal

According to Matt Brown, a triathlon is more than just a race: it's a metaphor for life with vision loss. "You're going to have your ups and downs. Some things you'll be good at and some you won't, but you have to battle through."

This August, the B.C.-based business executive and father of two will compete in the grueling Ironman Canada Triathlon. And if that challenge isn't enough, he has launched the Seeing Beyond campaign to raise \$140,000 for CNIB – \$1,000 for every mile of the race.

Brown's motivation to support CNIB is deeply personal: he has achromatopsia, a rare eye condition characterized by low visual acuity, colourblindness and light sensitivity. He credits his childhood experiences with CNIB with giving him the skills to manage his active life.

"I've been lucky, and felt this was an opportunity to use a unique experience to highlight what CNIB has done for me," he explains.

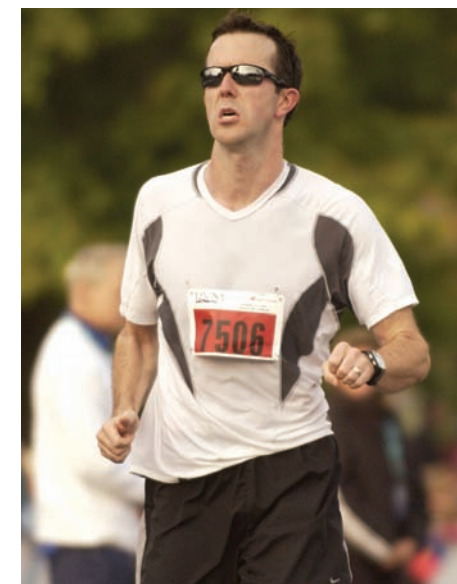
Held in Penticton, B.C., the Ironman Canada Triathlon consists of a 2.4-mile swim, 112-mile bike course and full 26-mile marathon. Because of his vision loss, Brown has to deal with factors other competitors do not, from following a swim course marked by buoys he can't see to locating his bike in a crowded and confusing transition area.

Still, Brown believes crossing the finish line at the race will be less of a challenge than meeting his ambitious fundraising goal. To raise the funds, he's mobilizing his network of personal and professional contacts and calling out to the corporate community for support.

"I've set a large goal that I'm anxious to meet. And whether you give \$10, \$100 or \$1,000, it makes a difference," he says.

To learn more about Matt Brown and support his Seeing Beyond campaign, visit seeingbeyond.ca.

Organizing your own fundraising event for CNIB is fun and easy: visit cnib.ca/shareyourvision to get started today!

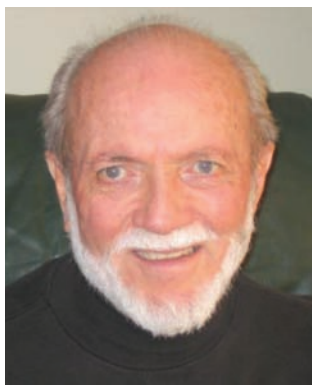


Triathlete Matt Brown is giving back to CNIB through a \$140,000 fundraising campaign

IN THIS ISSUE

- Meet John M. Rafferty, CNIB's president and CEO
- Take our readers' survey for a chance to win a prize
- Kitchen tips, research news and more!

Speaking out for CNIB



Ron Moore, CNIB volunteer

Speaking to a crowd about his experience living with vision loss wasn't easy at first for Ron Moore. But he quickly realized how important his role would be in helping others in his community.

Eight years ago, Moore was diagnosed with age-related macular degeneration. "It was difficult for me to accept," says Moore. But with CNIB's support, he was able to get back on track.

Moore, who lives in Charlottetown, PEI, has volunteered at CNIB for the past five years as a board member and ambassador. Moore speaks to others living with vision loss about CNIB, and also raises funds for the Walter Gretzky CNIB Golf Classic in Halifax.

"I love being able to share what I've gone through and, in some way, help someone realize that a good quality of life is possible regardless of vision loss."

Visit cnib.ca/volunteer to learn more about volunteering in your community.

Recipe for independence

When you live with vision loss, the recipe for success in the kitchen combines equal parts organization and safety with a dash of creativity!



A place for everything: Store similar food items on the same shelves. Using large print or braille labels, elastic bands and even magnets can help identify goods.

Fresh is best: Use handy tricks to ensure meat and produce are fresh. For example, place your eggs in water: if they sink to the

bottom, they're fresh – if they float, throw them out!

Sharp thinking: Always use a cutting board when chopping food. When you're finished, slide the knife blade under the board

to prevent accidental cuts.

Timing is everything: Cooking food to the right temperature is important to avoid food-borne illnesses. Use a talking timer to tell when food is ready.

Take our readers' survey

We want to know what you think of the new Vision, and what you'd like to read about in future issues.

Take our short readers' survey and enter a draw for a chance to win a Quantum digital voice recorder (approx. value \$29.95).

Three prizes are available, and your chance of winning depends on the number of eligible entries we receive by 11:59:59 p.m. EST on August 15, 2009. No purchase necessary, but a skill-testing question is required.

For full contest rules and to take the survey, visit us online at cnib.ca/visionsurvey.



Complete our online survey and win a prize!

Narrowing the focus

What you may not know about glaucoma

A CNIB survey has found many Canadians lack critical knowledge about glaucoma, the second-leading eye disease causing vision loss among Canadian seniors.

The survey, conducted as part of a glaucoma awareness initiative called Eye Care About You, found that seven in 10 Canadians mistakenly believe glaucoma presents symptoms. In fact, glaucoma usually progresses without pain or noticeable symptoms until very advanced.

Typically caused by increased pressure within the eye that damages the optic nerve, glaucoma affects 250,000 Canadians but only half are aware they have it. Over time, it can cause tunnel vision and complete vision loss.

Regular eye exams can detect glaucoma early and prevent irreversible vision loss, and treatments such as eye drops can prevent the progression of vision loss if used regularly as prescribed.

Test your knowledge by taking our online Glaucoma Challenge: visit cnib.ca/takethechallenge!



CNIB president and CEO John M. Rafferty offers assistance to client Miriam Woodlinger

A vision for the future

In his first months on the job, CNIB's new president and CEO John M. Rafferty has travelled from coast to coast, connecting with Canadians with vision loss and hearing what matters most to them. Vision recently sat down with Rafferty to find out a bit about him and his vision for CNIB.

How has vision loss affected your family?

Glaucoma and age-related macular degeneration are prevalent on both sides of our family – my grandmother was

affected, and so is my mother. I lived with my grandmother for a year when she first started losing her sight to AMD, and saw what a difference the support services she received made to her. And although my own vision is fine, I've had indications that because of my genetic inheritance, my eyes are not going to be healthy later on in life.

What do you believe are the greatest challenges facing CNIB?

The number one task in the current economic environment is to manage the organization with as little impact on our client services as possible. CNIB does have significant challenges in the next year given the global economy. In the long term we need to build more awareness, so vision

health issues are more top-of-mind within Canada; vision loss is going to affect many of us at some point in our lives, either directly or in our families.

What are some of your goals for the next five years?

My focus is to make sure CNIB will be able not only to deliver the client services we have but also to expand on them. I also would like everyone in Canada to be aware of the questions they need to ask to ensure that they're properly looking after their vision health. I'd like to see better employment opportunities for Canadians with vision loss. The current 32 per cent employment rate is totally unacceptable. I'd also like to engage more with the eye care professions and research institutes.