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### **ACUVUE® BRAND CONTACT LENSES GIVES MOVIE FANS A CHANCE TO WIN A HOMETOWN SCREENING OF WHIP IT**

JACKSONVILLE, Fla. (September 22, 2009) – VISTAKON®, Division of Johnson & Johnson Vision Care, Inc., and makers of ACUVUE® Brand Contact Lenses is offering movie fans a chance to win a hometown screening of the film WHIP IT, in theaters this October, for themselves and 50 friends. The grand prize also includes autographed skates, poster and book, as well as a year's supply\* of ACUVUE® Brand Contact Lenses.

Fans can enter the ACUVUE® WHIP IT Sweeps at [www.whipit.acuvue.com](http://www.whipit.acuvue.com) for their chance to win the grand prize or one of the following prize packages:

- Four (4) First Prize packages of an autographed WHIP IT poster and book and a one year supply of ACUVUE® Brand Contact Lenses
- Five (5) Second Prize packages of an autographed WHIP IT poster
- Five (5) Third Prize packages of an autographed WHIP IT book

WHIP IT follows heroine Bliss Cavendar on her transformative journey from ex-beauty pageant contestant and quiet misfit to roller derby star. When Bliss trades her glasses for ACUVUE® Brand Contact Lenses, she taps into the confidence she needs to perform better and ultimately propel herself to roller derby glory.

This story brings to life a growing body of research showing that contact lenses provide quality-of-life benefits beyond vision correction alone. One study that followed nearly 500 nearsighted children over three years showed that children who wore contact lenses felt better about their physical appearance, acceptance among friends, and ability to play sports than children who wore glasses.<sup>1</sup>

"Optimal vision is critical for optimal performance," says Mary Lou French, O.D. "Athletes of all ages should always take good eye health into consideration for their performance on and off the field," she adds.

**About WHIP IT:** For years, Bliss Cavendar (Academy Award® nominee Ellen Page) has been dreaming of escaping her tiny, truck-stop of a town Bodeen, Texas. Unfortunately her devoted, beauty pageant obsessed mother (Academy Award® winner Marcia Gay Harden) is convinced that Bliss can only succeed in life if she wins the crown at the local Miss Blue Bonnet Pageant, but the awkward outsider knows there's something bigger and better out there. When Bliss sneaks off to the big city of Austin with her best friend Pash (Alia Shawkat) she discovers a world unlike anything she could ever imagine: roller derby, with its girl-power-meets-punk-rock spirit and its liberating celebration of wild individuality.

Inspired by the likes of Maggie Mayhem (Kristen Wiig), Bliss secretly tries out for a spot on the Hurl Scouts, a rag-tag team of scrappy underdogs. Soon she's trading in her gowns and crowns for skirts, skates and scrapes becoming her alter ego, Babe Ruthless. Leading a precarious double life, Bliss may be a waitress at Bodeen's Oink Joint by day, but by night, she's becoming the fastest thing on eight wheels. Now she's doing things she never dreamed of -- fearlessly facing off with bad-ass rivals like Iron Maven (Academy Award® nominee Juliette Lewis) and falling for a boy in a band (singer/songwriter Landon Pigg) – while trying to be a heroine to her new

friends and teammates. But when her secret gets out, Bliss will face her toughest fight yet: to take control of the future . . . on her own terms.

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\*When accompanied by a current, valid prescription from your eye care professional.

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NO PURCHASE NECESSARY. Sweepstakes ends 10/30/2009. Open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older (or 19 years of age or older for residents of AL and NE) as of 8/31/2009. Void where prohibited.

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<sup>1</sup> Walline JJ, Jones LA, Sinnott L, et al; the ACHIEVE Study Group. Randomized trial of the effect of contact lens wear on self-perception in children. *Optom Vis Sci* 2009;86(3) [epub ahead of print].