



**Eau Claire**  
2715 Damon St.  
Eau Claire, WI 54701  
cv-eye.com

---

## NEWS RELEASE

### Contact:

Alisha Schweisthal  
715-552-9380  
aschweisthal@cveclinic.com

July 24, 2017

### For Immediate Release

#### **How to View the 2017 Solar Eclipse Safely**

EAU CLAIRE, Wis. — A solar eclipse occurs when the moon blocks any part of the sun. On Monday, August 21, 2017, a solar eclipse will be visible (weather permitting) across all of North America.

The whole continent will experience a partial eclipse lasting two to three hours. Halfway through the event, anyone within a roughly 70-mile-wide path from Oregon to South Carolina will experience a brief total eclipse, when the moon completely blocks the sun's bright face for up to two minutes and 40 seconds, turning day into night.

According to the American Optometric Association, looking directly at the sun is unsafe except during the brief total phase of a solar eclipse. The only safe way to look directly at the uneclipsed or partially eclipsed sun is through special-purpose solar filters, such as "eclipse glasses" or hand-held solar viewers. Homemade filters or ordinary sunglasses, even very dark ones, are not safe for looking at the sun.

Chippewa Valley Eye Clinic encourages everyone to view the eclipse with proper eye protection in order to avoid any temporary or permanent eye damage from the sun. A solar eclipse is one of nature's grandest spectacles. By following these simple rules, you can safely enjoy the view and be rewarded with memories to last a lifetime:

- **Get centered and enjoy the view.** Within the path of totality, you can safely witness the two or more minutes when the moon completely covers the sun with the naked eye. Otherwise, your eyes should always be protected by verified viewing tools. Never look directly at the sun without eye protection, even briefly.
- **Be aware of harmful solar exposure.** If you stare at the sun without protection, you may experience damage to your retina (the tissue at the back of your eye) called "solar retinopathy". This damage can occur without any sensation of pain, since the retina does not have pain receptors. The injury can be temporary or permanent. Visit your local eye doctor immediately if an accident occurs.
- **Visit your eye doctor.** Check in with Chippewa Valley Eye Clinic for information about safely viewing the eclipse. If you experience any problems with your eyes or vision after the eclipse, our office will be able to provide you with the medical care you need.

Solar eclipse glasses are available for purchase at Chippewa Valley Eye Clinic in the optical department. Stop in or call to reserve your pair today at 715-834-5644.

For more information, go to [eclipse.aas.org](http://eclipse.aas.org) , or check our [Facebook](#) page for updates.

# # #

*Chippewa Valley Eye Clinic is committed to providing the safest and most advanced eye care, serving the people in Western Wisconsin for the past 35 years. With its dedicated team of eight ophthalmologists and three optometrists, Chippewa Valley Eye Clinic delivers personalized patient care, surgical expertise, and outstanding results.*