

Clear Eyes® to Continue Expanding Its #MyShiningMoment Initiative at "Know Your Value" 2018 Event in San Francisco

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- Clear Eyes to host series of interactive experiences, including eye portraits from renowned eye photographer, Bridges Aderhold.
- Academy Award winning actress Mira Sorvino, NBC News' Natalie Morales, and US Senator Kamala Harris are attending Mika Brzezinski's "Know Your Value" Event.

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NEW YORK--(BUSINESS WIRE)--[Clear Eyes®](#), the #1 selling brand of eye drops, today announced its sponsorship of the "Know Your Value" event, taking place on Dec. 1 at the Fairmont Hotel in San Francisco, CA. The sponsorship will serve as an extension of **Clear Eyes®**' successful **#MyShiningMoment** initiative, a movement about empowering people in business and in life to achieve and realize their own shining moment.

Started in 2014, the "Know Your Value" movement is designed to create and support an empowered and inclusive community that helps all women recognize, and be recognized for, their personal and professional value by developing and inspiring their individual growth. Inspired by MSNBC's "Morning Joe" co-host and author Mika Brzezinski's *New York Times* best-selling book, **Knowing Your Value**, this year's conference will feature prominent public figures, business women, media personalities and celebrities alike, including Academy Award-Winning actress **Mira Sorvino**, NBC News' **Natalie Morales**, Time's Up CEO **Lisa Borders**, and U.S. Senator **Kamala Harris** to name a few.

"We are so appreciative of Clear Eyes® support of 'Know Your Value,'" said founder Mika Brzezinski. "I salute them in continuing to help empower and support women who are looking to realize their professional and personal dreams."

"'Know Your Value' is an ideal program for our brand to align with, as it shares a similar mission to Clear Eyes®' #MyShiningMoment. This forum allows us to continue engaging with people to share their unique stories about when they truly shined," said Craig Rudner, Brand Director of Eye Care at Prestige Consumer Healthcare. "Whether it be landing that dream job, getting a promotion or becoming a parent for the first time, the goal of the #MyShiningMoment initiative is to help inspire everyone to see and be the best version of themselves."

As part of the sponsorship, Clear Eyes® will host a series of interactive brand experiences throughout the enriching conference, including having renowned eye photographer, Bridges Aderhold -- who has photographed more than 14,000 people's eyes around the world -- provide conference attendees with the unique opportunity to get their eye portrait taken. The brand will also be hosting a Networking Lunch, where attendees can share their shining moment, serving as a conversation starter to facilitate networking among the group members. Other brand experiences include capturing the "Shining Moments" of the event's speakers and attendees on camera and encouraging them to share these moments with their followers.

About #MyShiningMoment

[#MyShiningMoment](#) is a campaign Clear Eyes® introduced last year, where the brand sat down with people from diverse backgrounds to share and capture their shining moment and stories as told through their eyes. Clear Eyes®' #MyShiningMoment activations have popped up this year at various events around the country including the Nolcha Shows during New York Fashion Week; Dress for Success® Annual Success Summit in Miami; as well as two independent #MyShiningMoment pop-up galleries hosted in New York. To see stories and images of Clear Eyes® **#MyShiningMoment** events, as well as shining moments from the "Know Your Value" event on Dec. 1, please visit www.cleareyes.com/myshiningmoment.

Social Media: @ClearEyes #MyShiningMoment

****Photo images available [here](#) or upon request.****

About Clear Eyes®

Clear Eyes® is the #1 selling brand of eye drops. The brand offers a wide range of eye drops with the right balance of ingredients to relieve eye irritation and active lubricants in every drop to provide up to 12 hours of soothing comfort. Clear Eyes® products are available over the counter at drug, grocery, mass retail, club and convenience stores nationwide. For more information, visit www.cleareyes.com.

About Prestige Consumer Healthcare, Inc.

The Company markets and distributes brand name over-the-counter healthcare products throughout the U.S. and Canada, Australia, and in certain other international markets. The Company's brands include Summer's Eve® and Monistat® women's health products, BC® and Goody's® pain relievers, Clear Eyes® eye care products, DenTek® specialty oral care products, Dramamine® motion sickness treatments, Chloraseptic® sore throat treatments, Compound W® wart treatments, Little Remedies® pediatric over-the-counter products, The Doctor's® NightGuard® dental protector, Efferdent® denture care products, Luden's® throat drops, Debrox® earwax remover, Gaviscon® antacid in Canada, and Hydralyte® rehydration products and the Fess® line of nasal and sinus care products in Australia. Visit the Company's website at www.prestigebrands.com.

About "Know Your Value"

Inspired by Mika Brzezinski's New York Times best-selling book, "Know Your Value" is a nationwide movement. Founded in 2014, "Know Your Value" is designed to create and support an empowered and inclusive community that helps all women recognize, and be recognized for, their personal and professional value by developing and inspiring their individual growth. The "Know Your Value" event series has sold-out venues across the United States and featured sessions by female leaders, experts and newsmakers, including Laura Brown, Vanessa De Luca, Donny Deutsch, EMMÉ, Sharon Epperson, Willie Geist, Sen. Kirsten Gillibrand, Phil Griffin, Chris Jansing, Tracy Anderson, Hoda Kotb, Cindi Leive, Sen. Claire McCaskill, Andrea Mitchell, Michele Norris, Sarah Jessica Parker, Jane Pauley, Ambassador Samantha Power, Rachael Ray, Joe Scarborough, Brooke Shields, Martha Stewart, André Leon Talley, Meredith Vieira, Alex Wagner, and Nicolle Wallace. Brzezinski's expanded book "[Know Your Value: Women. Money. and Getting What You're Worth.](#)" which includes timely material, statistics and interviews, was released September 25, 2018. For more information, visit KnowYourValue.com and follow [@MikaYV365](#).

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