



For immediate release

CONTACT:

Elissa Bass

Marketing/Communications

[elissa@hopeinfocus.org](mailto:elissa@hopeinfocus.org)

860-823-9664

## Sofia Sees Hope Rebrands with New Name, Same Mission

*Hope in Focus Reflects NPO's Global Impact*

**Ledyard, CT (October 19, 2021)** — Sofia Sees Hope, a nonprofit that has been raising research funding and awareness around Leber congenital amaurosis (LCA) and other rare inherited retinal diseases (IRDs) since 2014, today unveiled a new name and logo. The rebrand is designed to reflect the organization's growing global impact.

The mission remains the same and stronger than ever: to generate awareness, raise funds for research, and provide outreach, support and education to those affected by LCA and other IRDs.

"When we started Sofia Sees Hope in 2014, we named the organization in honor of our daughter, Sofia, who was born with Leber congenital amaurosis (LCA)," said Laura Manfre, co-founder and Board president of Hope in Focus. "The truth is, however, that we have been working on behalf of all the Sofias in the world: children and adults living with LCA, as well as other inherited retinal diseases (IRDs). Over the last 7 years, Sofia Sees Hope has transformed into a robust, international organization, which is why we've taken the exciting step of evolving our name.

Since its beginning in 2014, Hope in Focus has donated more than \$450,000 to support research into treatments for LCA, and to provide free access to genetic testing for families. "We have created multiple programs and events that are designed to bring together industry, research, and LCA patient and caregiver communities, including Family Connections, Ambassadors, Scientific Advancement Workshops, and our LCA Family Conference," Manfre said.

“Our mission in this work remains the same,” Manfre said. “We continue to generate awareness, raise funds for research, and provide outreach, support and education to those affected by LCA and other rare retinal diseases. We are proud of our past, optimistic about our future, and celebrate sharing this meaningful work with each and every one of you.”

### ***About Hope in Focus***

Sofia Sees Hope was founded in 2014 by Laura Manfre and Charles Priebe, whose daughter Sofia has Leber congenital amaurosis (LCA). This rare genetic retinal condition is characterized by severe vision loss at birth and leads to total blindness. In 2021, the organization rebranded with the name Hope in Focus, to reflect our growth from a small nonprofit to a robust, international organization.

The mission of Hope in Focus is to transform the lives of those affected by blindness caused by rare inherited eye disease. The nonprofit organization generates awareness, raises funds for research, and provides outreach, support and education to those affected by LCA and other rare retinal diseases.