

pendence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

Proclamation 8482 of March 5, 2010

National Consumer Protection Week, 2010

*By the President of the United States of America
A Proclamation*

Every day, American consumers decide how and where to spend their money. Their decisions have far-reaching effects for both their financial well-being and our Nation's economic stability. National Consumer Protection Week (NCPW) gives all Americans an opportunity to become better-informed consumers.

This year, NCPW focuses on the importance of being a careful consumer at every stage of life, from grade school to retirement. To help our children grow into financially responsible adults and avoid frauds and scams, we must help them understand the marketplace. Parents and educators can play a role by teaching them about advertising and marketing, smart financial practices, and keeping personal information safe and secure.

My Administration is committed to protecting American consumers. Last month, major reforms went into effect with the Credit Card Accountability, Responsibility, and Disclosure Act of 2009. This landmark legislation reins in deceptive tactics that unfairly penalize responsible consumers with unreasonable costs. However, consumers must also learn to avoid predatory practices and manage their financial resources more effectively. That is why I established the President's Advisory Council on Financial Capability, which is looking for new ways to help individuals make informed financial decisions.

Still, our Government must do more to stand up for consumers. From excessive bank account overdraft fees to abusive mortgage lending practices, our broken financial system produces profits at the expense of American families. I support the creation of an independent Consumer Financial Protection Agency to safeguard ordinary Americans as they navigate the financial marketplace.

Giving Americans of all ages the resources they need to make wise buying decisions is the responsibility of Federal, State, and local consumer protection agencies, private sector organizations, and consumer advocacy groups. This week, I encourage all Americans to visit Consumer.gov/NCPW for informative and interactive resources to help them take full advantage of their consumer rights.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 7 through March 13, 2010, as National Consumer Protection Week. I call upon government officials, industry leaders, and consumer advocates across our Nation to share information about consumer protection; and I encourage all Americans to learn more about marketing and

business, whether they are shopping at their local store or in the global online marketplace.

IN WITNESS WHEREOF, I have hereunto set my hand this fifth day of March, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

Proclamation 8483 of March 5, 2010

Save Your Vision Week, 2010

*By the President of the United States of America
A Proclamation*

While many Americans are fortunate to have healthy eyes, millions are affected by low vision or blindness. Maintaining good vision requires early diagnosis and timely treatment of eye conditions. Save Your Vision Week is a time for all Americans to take action to protect their sight.

Vision loss affects everyone, from infants with genetic conditions, to teens and adults with refractive errors, to older individuals with cataracts and other age-related eye diseases. Through recent studies, scientists and clinicians have identified risk factors, early detection methods, and new treatments for many eye conditions, but individuals can also take steps to protect their own vision.

By getting regular eye examinations, Americans can take advantage of medical breakthroughs that allow early detection and treatment of vision loss. Doctors also recommend maintaining a healthy diet, not smoking, and wearing sunglasses or suitable eye protection when playing sports or performing household chores and yard work. This week, I encourage all Americans to visit the National Eye Institute website at www.NEI.NIH.gov to find eye care professionals in communities across our country and to access the latest eye health information.

To remind Americans about the importance of safeguarding their eyesight, the United States Congress, by joint resolution approved December 30, 1963, as amended (77 Stat. 629; 36 U.S.C. 138), has authorized and requested the President to proclaim the first week in March of each year as “Save Your Vision Week.”

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim March 7 through March 13, 2010, as Save Your Vision Week. During this time, I invite eye care professionals, teachers, members of the media, and all organizations dedicated to preserving eyesight to join in activities that will raise awareness of eye and vision health.

IN WITNESS WHEREOF, I have hereunto set my hand this fifth day of March, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA