

## News Release

### RP Fighting Blindness rebrands to Retina UK

RP Fighting Blindness, the leading UK charity dedicated solely to working for people affected by inherited retinal conditions, has today rebranded to Retina UK. As well as a new name and visual identity, it has developed a new website [www.RetinaUK.org.uk](http://www.RetinaUK.org.uk)

Retina UK works for people affected by a range of inherited retinal dystrophies including retinitis pigmentosa, Stargardt disease, Usher syndrome, cone-rod dystrophy, choroideremia and Leber congenital amaurosis.

The charity drives and funds medical research into inherited retinal conditions and provides information and support for those affected. It has invested more than £16 million into eye research since it was founded 42 years ago.

Chief Executive, Tina Houlihan, said the new brand marked a step change for the charity. “Our new name and logo mark a pivotal moment for our charity and we are hugely excited by the opportunities that lay ahead.

“Our aims remain unchanged; we simply want to do more of what we do best, which is funding and stimulating ground-breaking medical research and providing high quality support for those affected by inherited sight loss conditions.

“Our rebrand means we will be more relevant, recognisable and accessible to the people who matter most – those affected by inherited sight loss.”

Ms Houlihan said the charity was proud of its history and achievements. “We are proud of our heritage, but we were acutely aware the name RP Fighting Blindness was losing relevance and that we needed to evolve to build on our successes and realise our ambitious plans for the future.”

The charity’s new logo features the strapline ‘working for people with inherited sight loss’.

Chair of the Board of Trustees, Don Grocott said the charity had actively sought the views of its community throughout the development of the new brand.

“This change of name is a bold and important move for our charity reflecting our wider research ambitions with inherited retinal conditions. We encouraged our community to get involved in the decision-making process – our supporters’ opinions matter to us.

We were delighted that so many supporters shared their views and, in particular, that 86% of members who chose to vote on the adoption of our new name and logo gave us their approval.”

Trustee and honorary president, Lynda Cantor MBE, founded the charity, driven by the impact of retinitis pigmentosa on her own life and frustration at the lack of information available.

She said the rebrand was an historic moment for the charity. “From our very humble beginnings we have grown into an internationally-respected organisation. The new name Retina UK means the charity is now best placed to further grow and thrive as it continues its vital work to search for treatments and ensures no one with an inherited sight loss condition need face the future alone.”

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**Note for Editors:**

Inherited retinal dystrophies are the most common cause of sight loss in the working age population of the UK, affecting around 25,000 people in the UK, and diagnosis can be made at any age.

**About Retina UK:**

Retina UK, registered charity no. 1153851, is an organisation dedicated to finding treatments for inherited retinal conditions which lead to sight deterioration and blindness. Approximately 25,000 people in the UK alone live with inherited retinal conditions. The charity funds pioneering medical research and provides information and support services to those affected. The Retina UK Medical Research Programme is currently funding multiple projects across the UK, and to date has invested over £16.6m in medical research.

[www.RetinaUK.org.uk](http://www.RetinaUK.org.uk)

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