



**Helen L. Irlen, MA, LMFT**  
Executive Director, Irlen Institute International HQ  
Irlen Institute International Headquarters  
5380 Village Road  
Long Beach, CA 90808  
1-800-55-IRLEN  
[www.irlen.com](http://www.irlen.com)

## FOR IMMEDIATE RELEASE

### **Irlen Institute Receives 2009 Best of Long Beach Award**

Long Beach, CA (July 15, 2009) – The Irlen Institute has been selected for the 2009 Best of Long Beach Award in the Individual & Family Services category by the U.S. Commerce Association (USCA).

The Irlen Institute identifies and corrects a unique perceptual processing problem, which can affect achievement, learning, and performance for both struggling and good readers. Irlen then eliminates this problem using colored overlays and Irlen Spectral Filters worn as glasses or contact lenses.

This type of perceptual problem is not detected by educational, visual, or medical tests. Immediate improvements are achieved without daily or weekly therapy sessions. Approximately 46% of those with reading problems, AD/HD, LD, or dyslexia can be helped as well as individuals who are seen as underachievers with behavioral, attitudinal, or motivational problems.

The Irlen Method has helped hundreds of thousands of children and adults throughout the world. There are presently over 4,000 educators who have been trained in the Irlen Screening Method.

The Irlen Method is backed by professional and scientific advisory boards of leading experts in the fields of medicine, optometry, ophthalmology, neuroscience, research, education, autism, and dyslexia. For more information on the Irlen Method see [www.irlen.com](http://www.irlen.com).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category.

###