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Fort Worth Declares August 16-23 “Think About Your Eyes Week”
*Essilor and eyethinkSM Encourage Tarrant County to Focus on
Healthy Vision for a Healthier Life*

Fort Worth, Texas – (August 15, 2007) – Fort Worth officially kicks off the first “Think About Your Eyes Week” from August 16-23, in recognition of the importance of vision health. Tarrant County residents can participate in several week-long events from the **eyethinkSM** Public Awareness Campaign, aimed at increasing awareness about the importance of vision health. The program, in conjunction with the city of Fort Worth and Essilor, includes free eye exams and the unveiling of the world’s largest eye chart.

The eye chart, a familiar “sight” to people everywhere, serves as one giant reminder to encourage Tarrant County residents to think about their eyes this week. Reaching ten stories high and visible from five miles away, the chart will be unveiled at the crux of I-30 near South Henderson near downtown Fort Worth on Thursday, August 16.

“Vision is an important component to living a healthy, happy and long life,” said Dr. John Coble, campaign spokesperson and past president, Texas Optometric Association. “Eye disease can occur at any time, regardless of age. In fact, one in every four children has a vision problem. Left uncorrected and unmonitored, these problems often lead to other physical complications. With the **eyethinkSM** Public Awareness Campaign, we hope to encourage regular eye exams for all.”

A recent study conducted by Essilor in Tarrant County indicates that 92 percent of respondents believe it is either very or somewhat important to have an annual eye exam; however, less than 45 percent of those respondents have had their eyes checked in the last year. Of those same respondents, less than half had taken their children for a full eye exam each year, and 22 percent had never taken their children to the eye doctor at all.

“This has critical impact on society, as studies show poor vision care in children leads to poor school performance, frustration, depression, and juvenile delinquency in many cases,” said Dr. Coble. “The ultimate cost to society is significant.”

Think About Your Eyes Week kicks off on Thursday, August 16 at 10 a.m. with the unveiling of the World's Largest Eye Chart. The 5,000 sq. ft portion of a Snellen Eye Chart, the traditional eye chart used in nearly all eye screenings, will be suspended from two cranes, and visible from downtown Fort Worth, to commuters on I-30 and I-35, as well as up to five miles away. The eye chart will be visible every day from 6 a.m. – 9 p.m., from August 16-23 at 301 S. Adams Street in Fort Worth.

“Think About Your Eyes Week” events include:

- Free Vision Screenings – Volunteers from Prevent Blindness Fort Worth will host free vision screenings at locations across Tarrant County from August 16 to 24. The following will occur during Think About Your Eyes Week:

Thursday, August 16th and Friday, August 17th
Amon Carter, Jr. Downtown YMCA
9 am - 12 pm

Monday, August 20th
Northwest YMCA
8 am - 12 pm

Tuesday, August 21st
Clark Nowlin YMCA
8:30 am - 11:30 am

Wednesday, August 22nd
Eastside YMCA
8 am - 12 pm

** This is occurring on "build day" as they will have community volunteers on site to help raise a playground. In addition to vision screenings, they will also have special "bounce houses" for the kids, and presence of fire trucks and police cars to try to attract attention for this location on that day.*

Additional screenings will be scheduled throughout the fall.

- Fort Worth Museum of Science and History Sponsorship – “Seeing” Exhibit sponsorship running thru May 2008. Sponsorship includes discounted tickets, **eyethink**SM Public Awareness Campaign information and general vision health materials available at the museum.
- HD-TV Sweepstakes – One lucky person will win a 40” Sony HD-TV by registering for the giveaway at thinkaboutyoureyes.com.
- **eyethink**SM campaign partners include the American Optometric Association, Prevent Blindness of Texas, and Lighthouse for the Blind of Fort Worth.

- **eyethinkSM** campaign teams will distribute **eyethinkSM** campaign items and vision health and eye exam information at high foot-traffic locations across Tarrant County from August 16 to 24.

For more information on the **eyethinkSM** Public Awareness Campaign, Essilor, or any of the local events outlined above, please visit ***thinkaboutyoureyes.com***.

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, DEFINITY™ and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA). eyethink is a service mark of Essilor of America, Inc.

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