



**MEDIA ADVISORY -
August 27, 2009**

**CONTACT:
Becky Mayad 214 -352-1881
214-697-7745 cell
Becky@essilor-foundation.org
www.essilorvisionfoundation.org**

**ESSILOR VISION FOUNDATION TO PROVIDE FREE EYE EXAMS AND FREE GLASSES
TO YOUTH AT THE HENRY WADE JUVENILE JUSTICE CENTER MONDAY AND TUESDAY**

***Research links uncorrected vision problems to juvenile delinquency and behavior problems;
up to 74% of juvenile offenders may have uncorrected vision problems***

- WHAT:** With research showing uncorrected vision problems linked to juvenile delinquency and behavior problems, Essilor Vision Foundation has reached out to help local teens by providing free eye exams and eyeglasses to youth involved with the Dallas County Juvenile Department. This Monday and Tuesday (Aug. 31 and Sept. 1), Essilor Vision Foundation will be onsite at the Henry Wade Juvenile Justice Center where they'll conduct vision screenings and eye exams on approximately 300 incarcerated youth.
- As part of the *Kids Vision for Life program*, Essilor Vision Foundation has partnered with the Lions Sight and Tissue Foundation and the Dallas County Juvenile Department to also conduct onsite vision screenings and eye exams on approximately 600 incarcerated and at-risk teens at Youth Village, Medlock Center, and the Juvenile Justice Alternative Education Program. Altogether, Essilor Vision Foundation expects to provide approximately free eyeglasses -- equipped with top-quality polycarbonate lenses in popular frames -- to approximately 300 teens before the end of September.
- Dallas County Commissioners John Wiley Price and Maurine Dickey recently passed a resolution honoring Essilor Vision Foundation for their work with troubled teens and Dallas County youth.
- WHO:** Available for interview both days will be Dr. Anthony Borgognoni, clinical advisor for the Essilor Vision Foundation, who works regularly with local prison populations. "Dr. B," who is available for interviews, sees similar vision problems in adult offenders.
- Mike Griffiths, Juvenile Services Director for the Dallas County Juvenile Department, and representatives of the Juvenile Court and Commissioners Court will be available at selected times Monday for interviews.
- WHY:** Studies show that up to 74% of juvenile offenders may have vision problems!
- Approximately 80% of what a child learns is acquired through their eyes. Studies show that children with uncorrected vision are more likely to drop out of school and may go on to face lifelong struggles with literacy, low self-esteem, unemployment, poverty and crime. The surprising reality is that one in four American children has a vision problem -- and the number climbs as high as 50% in some inner-city communities -- yet research suggests 90% of those children are not wearing glasses today.
- WHEN:** Monday (Aug. 31) and Tuesday (Sept. 1) from 10:30 a.m. till noon
- WHERE:** Henry Wade Juvenile Justice Center, 2600 Lone Star Dr., Dallas 75212

LOGISTICS: Please note the youth are minors, and their privacy must be protected. Media may only videotape or shoot photographs of their hands or below the waist, or when optical equipment covers their faces and obscures their features so they are unrecognizable.

ABOUT ESSILOR VISION FOUNDATION

Essilor Vision Foundation is a public non-profit charity established by Dallas-based Essilor of America, the leading manufacturer of optical lenses in the United States. The foundation's mission is to eliminate poor vision and its lifelong consequences.

We strive to give children a brighter future by helping them see the world more clearly. Our programs focus on improving the quality of school vision screenings so fewer children slip through the cracks, providing eye exams and eyeglasses to children who would not get them otherwise, and educating parents and communities about the importance of children's vision care and the role it plays in literacy, society, and the economy.

ABOUT ESSILOR OF AMERICA, INC.

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(r), Crizal(r), DEFINITY(r), Thin&Lite(r), 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).

Varilux, Crizal, and DEFINITY are registered trademarks of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc.

###