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**ESSILOR AND AIRWEAR LENSES DECLARE SEPTEMBER 5-11
“FOUR EYES PRIDE WEEK”**

*Celebration Kicks Off with “Breit Eyes” Facebook Contest in Conjunction with
Iconic Artist Mary Engelbreit*

DALLAS (Sept. 1, 2011) – Airwear[®] lenses, Essilor’s lighter, safer and greener brand of polycarbonate lenses, is declaring Sept. 5 -11, 2011, “Four Eyes Pride™ Week,” to encourage consumers to wear their glasses with pride! To kick off the celebration, Essilor and Airwear have partnered with iconic artist and healthy vision advocate Mary Engelbreit to ask fans to change their Facebook profile picture during the week to one of themselves wearing glasses.

During “Four Eyes Pride Week” and throughout the entire month of September, Airwear and Mary Engelbreit are also asking parents to visit Facebook.com/AirwearLenses to enter the “Breit Eyes” contest. By submitting a photo of their child being “lighter, safer or greener” while wearing glasses, parents have a chance to win one-of-a-kind prizes from Mary Engelbreit. One lucky grand prize winner will receive an original sketch by Engelbreit in the likeness of the child in the winning photo, plus a trip to tour Engelbreit’s St. Louis studio. One runner up will receive a collection of children’s books authored and signed by Engelbreit.

Like her most beloved and bespectacled character, Ann Estelle, Engelbreit herself got glasses as a young girl and attributes her beginning in art to being able to see details of the world around her clearly for the first time. Engelbreit, who is now presbyopic, is an advocate for healthy vision and yearly eye exams.

“I was in second grade, loved to read, and was holding the books up so close that my parents knew it was time for glasses. Once I put on my first pair of glasses, I noticed new things, like

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individual leaves on trees and airplanes way up in the sky—things I had never seen before,” says Engelbreit. “It’s wonderful to work with Airwear lenses, a brand that is committed to helping both children and adults see the world more clearly through a lens that is lighter, safer and greener.”

“Mary Engelbreit is so prolific that many people think she is a brand, not a real person. But she is both real and very passionate about her work,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Essilor is excited to partner with Engelbreit and bring her passion to the Airwear brand as the face of ‘Four Eyes Pride Week’ and the ‘Breit Eyes’ Facebook contest.”

Entrants can submit an original photo of their child being “lighter, safer or greener” while wearing glasses by visiting the [Facebook.com/AirwearLenses](https://www.facebook.com/AirwearLenses) and clicking on the “Breit Eyes” contest tab. The contest begins on Sept. 1 and ends on Sept. 30 and is open to U.S. residents who are 18 years of age or older.

The “Breit Eyes” contest will also be featured in an upcoming edition of the popular [DailyCandy Kids](#) dedicated email newsletter, scheduled to run Sept. 7. [SocialMoms](#), the online network for social media savvy moms, will also host a Tweet-a-Thon to promote the contest from Sept. 1-30, and later, [IWearYourShirt.com](#), a company that creates entertaining and light-hearted social media content to build buzz around brands, will feature Airwear on Dec. 1.

Airwear lenses are thinner, lighter and more impact-resistant than standard plastic lenses while providing 100 percent UV protection. Airwear lenses are also made using environmentally conscious practices in packaging, water consumption and manufacturing waste re-use. To learn more about Airwear’s commitment to producing lighter, safer and greener eyewear for adults and children, visit [LighterSaferGreener.com](https://www.LighterSaferGreener.com).

For more information about “Four Eyes Pride Week” and the “Breit Eyes” Facebook contest, including the official rules, visit [Facebook.com/AirwearLenses](https://www.facebook.com/AirwearLenses) or [LighterSaferGreener.com](https://www.LighterSaferGreener.com). For more information about Mary Engelbreit, visit [MaryEngelbreit.com](https://www.MaryEngelbreit.com) or [Facebook.com/MaryEngelbreit](https://www.facebook.com/MaryEngelbreit).

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About Airwear

Airwear lenses provide a unique combination of benefits for active lifestyles through superior comfort and performance, including lightness, durability, impact- and scratch-resistance, and improved cosmetic appearance, while providing 100 percent UV protection. The lenses are available for single vision and progressive prescriptions, and are compatible with the world’s most trusted vision brands such as Varilux[®], Crizal[®], Xperio[®], DEFINITY[®] and Transitions[®]. For more information, visit <http://www.airwear.com>.

About Essilor

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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Thin&Lite[®], Xperio[®] and 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).

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