



Seeing the world better

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**KIDS VISION FOR LIFE RECEIVES \$50,000 DONATION FROM ALCON  
THROUGH SOCIAL MEDIA CAMPAIGN**

*Donations through Facebook Likes fund Essilor Vision Foundation's Children's Program*

**DALLAS – Sept. 18, 2014** – As part of its ongoing commitment to eliminating poor vision and its lifelong consequences, Kids Vision for Life has teamed with spokeswoman Jennie Garth and Alcon's THE eyeSOLUTION™ for its "Get an A+ in Eye Care" campaign. Through the initiative, which works to educate families about the importance of vision health as they prepare for the new school year, Alcon is donating \$50,000 to Kids Vision for Life after receiving 50,000 "likes" on THE eyeSOLUTION Facebook page.

Launched in 2008 by the Essilor Vision Foundation, Kids Vision for Life is a cost-effective approach that aims to remove poor vision as a barrier to children learning at their full capacity. Through mobile clinics in schools, vision fests at central locations, and special events, Kids Vision for Life provides vision services to in-need students across the U.S. at no cost to the families.

"Every day, we learn more about the critical connection between strong, healthy vision and a student's educational experience," said Stephen Shawler, president of Essilor Vision Foundation. "Research shows that 25 percent of U.S. school children have a vision problem significant enough to affect learning, a statistic that the Foundation is determined to change. We're thrilled at the response to the 'Get an A+ in Eye Care' campaign and grateful to Alcon to helping support this incredibly important initiative. Every dollar we raise brings us one step closer to providing essential eye care to all American students in need."

The campaign is the latest effort in Alcon's partnership with Kids Vision for Life, which was created by the Essilor Vision Foundation to provide local children with access to appropriate eye care. Alcon's THE eyeSOLUTION program exists to make it easy for people to find the best

care for their eyes. Through their partnership, the organizations hope to help 100,000 children by 2020.

In promotion of the “Get an A+ in Eye Care” campaign and Kids Vision for Life, spokeswoman Jennie Garth, an actress best known for her decade-long role on *Beverly Hills, 90210*, attended a school day in Fort Worth this summer and participated in a media day in New York.

Kids Vision for Life is rapidly expanding its reach in significant areas, particularly with its mobile clinics, where elementary school students receive examinations and vision screenings, and those in need of glasses can select their own frames to be delivered the same day or within a few weeks. It plans to launch the Mobile Clinic 5 in Fort Worth this fall, which is expected to reach 5,000 students, and is fundraising for new clinics in national Kids Vision for Life locations St. Louis and Alexandria, Va. Mobile Clinic 3 will also be traveling to service schools in St. Louis, Alexandria and Atlanta. To help address the eye care needs of those who require but do not have access to vision correction on an international level, Essilor recently launched new foundations in Bangalore, India, and Singapore, and is currently developing new programs in Canada and South America.

Since 2008, Kids Vision for Life has provided more than 305,000 vision screenings, dispensed more than 83,000 pairs of glasses and performed eye exams for youth across the country. In its sixth year of operation, the Foundation aims to screen an additional 130,000 children and dispense more than 37,000 pairs of new eyeglasses. To learn more about the “Get an A+ in Eye Care” campaign and Kids Vision for Life, visit [kidsvisionforlife.org](http://kidsvisionforlife.org).

#### **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. We are a 501 (c) (3) public charity organized with a mission 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. We provide vision screenings, eye exams and new eyeglasses to children in need at no cost to the families. We also work to educate parents and communities about the importance of children’s vision care and the role it plays in literacy, society and the economy. To learn more or to donate, visit Essilor Vision Foundation at [www.essilorvisionfoundation.org](http://www.essilorvisionfoundation.org). Engage with us on Facebook, Twitter and YouTube.

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