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**ESSILOR VISION FOUNDATION CONTINUES TO EXPAND IN 2014**

*New Mobile Clinic and Growth of Kids Vision for Life Program to Bring Better Vision  
to More Children across the Nation*

**DALLAS – March 28, 2014** – Since 2008, the Essilor Vision Foundation, the non-profit arm of Essilor of America, has provided 193,000 vision screenings, dispensed 58,000 pairs of glasses and performed more than 65,000 eye exams for youth across the country. In its sixth year of operation, the Foundation aims to screen an additional 75,000 children and dispense more than 37,000 pairs of new eyeglasses through programs such as employee engagement and Kids Vision for Life, where mobile vision clinics, school vision days and Kids Vision Fests provide vision services to in-need students across the U.S. at no cost to the families.

To meet this goal, the Foundation recently kicked off service of a new mobile clinic in Central Texas and is gearing up to host Kids Vision Fests in Orange County, Calif., and Dallas, Texas, later this year. Kids Vision for Life also expanded programming to Louisville, Ky. and Washington D.C.

The Foundation has also launched a new website – [www.essilorvisionfoundation.org/myevf](http://www.essilorvisionfoundation.org/myevf) – to accept online donations and provide volunteers with a simple way to sign up to help with various events across the country.

“Eye health is important for all ages, but we know that proper vision has a direct impact on the lives of our children, particularly when it comes to education – 80 percent of what a child learns in the first 12 years comes through the eyes,” said Stephen Shawler, president of Essilor Vision Foundation. “The Essilor Vision Foundation has set aggressive goals for 2014 to bring awareness

to the importance of healthy vision and help even more children throughout our nation and beyond.”

In 2014, the Foundation will continue its partnership with Alcon’s THEeyeSOLUTION™ to spread the national reach of Kids Vision for Life and raise awareness of the importance of children’s eye health through media opportunities. Last year, the Foundation and Alcon partnered with actress Jennie Garth to promote Kids Vision for Life and the Eye Saw Good Campaign, an initiative that highlighted the important roles that both good eye health and clear vision play in allowing people to see the world around them. The national campaign was created to inspire people to help provide good eye health and vision correction to children in need.

2014 also includes a new partnership with the Fundación Volver in Colombia and additional partnerships in Canada, Brazil, Argentina and Mexico. The Foundation will provide guidance and support to programs in these countries as they raise awareness about vision health, as well as help facilitate relationships with current Foundation partners.

Foundation staff continues to expand, with the addition of a new program manager, Denise Levy, who joined the team in February to oversee Tarrant County, Dallas County and Central Texas.

To learn more about Essilor Vision Foundation and its programs, including details of upcoming events, tips for families and vision facts, or to make a donation, visit [essilorvisionfoundation.org](http://essilorvisionfoundation.org). You can also find more information on the [Essilor Vision Foundation](#) Facebook page.

**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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