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THINK ABOUT YOUR EYES MEDIA INQUIRIES:

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Think About Your Eyes Consumer Campaign Continues to Gain Momentum in 2014

GUNNAR Optiks, Latest Partner to Join the Public Awareness Initiative

Alexandria, VA (January 3, 2014) – *Think About Your Eyes*, a public eye health initiative sponsored by a non-profit organization under The Vision Council, announced today that in 2014, it will continue a national consumer campaign designed to educate the public about the benefits of vision health and the importance of getting an annual comprehensive eye exam. Beginning in February, *Think About Your Eyes* will return with national cable television, radio, print and digital advertising in all 50 states, as well as consumer engagement through social media. Advertising is scheduled through Q3 2014.

“Since the national launch of the campaign in July, the website has seen more than 700,000 visits, with more than 80 percent of those visitors going to the doctor locator,” said Ed Greene, chief executive officer of The Vision Council. “With results like these, it’s no surprise that we saw a 3.5 percent increase in overall eye exams in Q3 2013 alone. As consumer awareness increases, we encourage those eyecare providers who haven’t already enrolled to join this initiative to ensure consumers can find them.”

As support from the eyecare community continues to be a crucial component, partners of all sizes are making an impact on the success of the *Think About Your Eyes* movement and the beneficial effect it will have on the entire vision industry.

On the heels of a successful year, GUNNAR Optiks is the latest industry partner to join the national effort. As a leader in the computer and gaming eyewear category, GUNNAR specializes in technology solutions designed to reduce digital eye fatigue while increasing contrast, comfort, and focus.

“We couldn’t be more excited about this partnership, as we believe strongly in educating the public about the importance of maintaining eye health through an annual comprehensive eye exam,” said Joe Croft, chief executive officer. “Our team recognizes the need for healthy eyes, especially as people are spending even more time in front of digital screens, and joins this critical initiative to build awareness with other vision community leaders and eyecare providers in support of the *Think About Your Eyes* campaign.”

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To date, eight other industry partners including National Vision, Inc. (NVI), Refac Optical Group, SpecialEyes, Walman Optical, Transitions, The Vision Council, Essilor and Luxottica have joined the *Think About Your Eyes* initiative.

Industry members interested in becoming official *Think About Your Eyes* partners should contact Dave Plogmann, director, industry relations, at dplogmann@thinkaboutyoureyes.com.

Eyecare providers who wish to become *Think About Your Eyes* members should visit www.thinkaboutyoureyes.com/enroll or contact Jon Torrey, director, professional relations, at jtorrey@thinkaboutyoureyes.com.

For general campaign inquiries, please contact Rick Holt, executive director of *Think About Your Eyes* via email, rholt@thinkaboutyoureyes.com or phone, 703-548-6504.

About *Think About Your Eyes*

Think About Your Eyes is a public awareness initiative focused on educating consumers about the importance of vision health and annual comprehensive eye exams. Current partners include National Vision, Inc. (NVI), Refac Optical Group, SpecialEyes, Walman Optical, GUNNAR Optiks, Transitions, The Vision Council, Essilor and Luxottica. For more information, visit www.thinkaboutyoureyes.com or find us on [Facebook](#) and [Twitter](#).

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