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**KIDS VISION FOR LIFE KICKS OFF NATIONWIDE MOBILE CLINIC TOUR
FOCUSING ON EYE CARE FOR KIDS IN NEED**

*12 City Tour to Deliver Services, Engage Employees and Raise Awareness around the
Importance of Eye Care for Kids*

DALLAS – October 6, 2014 – As part of its ongoing commitment to eliminating poor vision and its lifelong consequences, today Kids Vision for Life announced that it is taking its values and vision to 12 cities around the country as part of a nationwide mobile clinic tour.

The nationwide tour is all part of an effort to build awareness within various communities among parents and educators and their elected officials, while providing vision services to students in need at no cost to the families. As part of the tour, elementary school students will 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, depending on the complexity of the prescription.

The mobile tour departed from Dallas, on October 6, 2014, and will make its final stop in Memphis, Tenn., on November 16, 2014.

“We are continuously looking for innovative ways to spread our message and build awareness about the strong connection between healthy vision and education,” said Stephen Shawler, president, Essilor Vision Foundation. “The mobile tour not only helps us achieve that goal, but also allows us to expand our services to additional cities around the country and provide them with this life-changing service.”

Additional stops include: Tuscaloosa, Ala., on October 7; Atlanta, on October 11; Charleston, S.C., on October 12; Greensboro, N.C., on October 13; Alexandria, Va., on October 16; Washington, D.C., on October 17; Columbus, Ohio, on November 2; St. Louis, on November 8 and Louisville, Ky., on November 15.

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During its journey the mobile clinic will cover more than 3,000 miles. Along the way, fellow drivers and spectators will be able to participate in the journey and spread the word by sharing a picture with #EYESpyKVFL.

The mobile clinic will also have the unique opportunity to visit Essilor labs in North and South Carolina where the first pairs of KVFL program glasses were made. Further along the road trip, the mobile clinic will assist employees in Columbus, Ohio, where recent vision screenings have identified more than 40 students in need of eye exams.

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, visit 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. Engage with us on Facebook, Twitter and YouTube.

About Kids Vision for Life

Kids Vision for Life is a charitable program created in 2008 by Essilor Vision Foundation, a Dallas-based 501(c)(3) public charity founded by Essilor of America with the mission to "eliminate poor vision and its lifelong consequences." The program brings together non-profit organizations, schools, businesses, and community leaders to provide vision screenings, eye exams, and eyeglasses to children, ages 5-12, at no cost to the family through mobile clinics, schools and special events in communities across the U.S. To learn more or donate, visit www.kidsvisionforlife.org. Engage with us on Facebook and Twitter.

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