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**ESSILOR VISION FOUNDATION AND KIDS VISION FOR LIFE ST. LOUIS PRESENT  
KIDS VISION FEST IN FERGUSON**

*149 pairs of glasses provided to children in need at no cost*

FERGUSON, Missouri (November 6, 2014) – Did you know that 80 percent of what a child learns is through his eyes? And that up to 25 percent of school children may have vision issues that affect their ability to learn?

In an effort to eliminate poor vision and its lifelong consequences, Kids Vision for Life St. Louis, a program of Essilor Vision Foundation (EVF), hosted a Kids Vision Fest in Ferguson, Mo. where 185 students received an eye exam and 149 received a new pair of glasses at no cost to them.

Kids Vision for Life St. Louis partners Crown Vision, Area Resources for Community and Human Services (ARCHS), and the UMSL - College of Optometry provided volunteers and optometrists for the day. Four optometrists were on hand to provide the services, and, if an eye doctor determined a child needed glasses, the child chose from a selection of designer eyeglass frames. The glasses will be delivered to the child's school within 4 to 6 weeks from the event. In addition to the Kids Vision for Life mobile clinic, the UMSL – College of Optometry also provided their mobile clinic in order to impact as many students as possible.

“Kids Vision Fest 2014 provided a resource that is needed by more children than most people may realize,” said Stephen Shawler, President of EVF. “Proper vision care can have a significant impact on the lives of our children, and we know that poor vision puts academic success at risk. Through Kids Vision Fests, we are able to give corrective glasses to children who didn’t even know they needed them.”

Kids Vision for Life St. Louis continues to grow and expand in Missouri. For information on how to get involved with Kids Vision for Life and the St. Louis program, visit [www.kidsvisionforlife.org](http://www.kidsvisionforlife.org) and [www.kidsvisionforlifestlouis.com](http://www.kidsvisionforlifestlouis.com).

**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](http://www.kidsvisionforlife.org). Engage with us on Facebook and Twitter.

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### **ABOUT THE ESSILOR VISION FOUNDATION**

The Essilor Vision Foundation is a 501(c)3 public charity whose mission is 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, providing eye exams and eyeglasses at no cost to children in need who would not get them otherwise, and educating parents and communities about the importance of children's vision care and the role it plays in literacy and educational success, society, and the economy. To learn more or donate, visit [www.essilorvisionfoundation.org](http://www.essilorvisionfoundation.org). Engage with us on Facebook and Twitter.

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