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THINK ABOUT YOUR EYES MEDIA INQUIRIES:

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SPY Joins *Think About Your Eyes* Public Awareness Initiative

Support Grows for Think About Your Eyes

Alexandria, VA (January 13, 2014) – *Think About Your Eyes*, a public eye health initiative sponsored by a non-profit organization under The Vision Council, announced SPY as the latest industry partner to join in support of the national campaign. SPY joins other vision community leaders and eyecare providers as supporters of the *Think About Your Eyes* campaign—a program designed to educate the public about the importance of vision health and the benefits of getting an annual comprehensive eye exam. A leader in the design, marketing and distribution of premium products, SPY’s advancements in technology with the innovative Happy Lens™ help consumers not only see better, but feel better.

“SPY strongly believes in the importance of taking care of our vision,” said Jim Sepanek, executive vice president of SPY. “The vision community needs campaigns like *Think About Your Eyes* to inform the public about the significance of annual, comprehensive eye exams and the impact they can have on overall health and disease prevention.”

After a highly successful launch in 2013, national advertising resumes in February. Advertising will drive consumers to schedule an eye exam and direct them to www.thinkaboutyoureyes.com where they can find a local *Think About Your Eyes* member provider.

“As the *Think About Your Eyes* campaign continues in 2014, we encourage those eye care providers who haven’t already enrolled to join this initiative to ensure consumers can find them on the doctor locator,” said Ed Greene, chief executive officer of The Vision Council.

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

Eye care 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.

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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, SPY, 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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