

■ *Event Focus.*

Industry Unites
TO SUPPORT
WORLD SIGHT DAY



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Held annually the second Thursday in October, World Sight Day's impact is evident: 47 projects in 24 countries will receive eyecare as well as funding of optometry schools in some of the most poverty-stricken countries. Coalition members include Alcon, Bausch + Lomb, Carl Zeiss Vision, CooperVision, Essilor of America, Vision Source, VSP Global and WestGroup.

Among the initiatives undertaken by World Sight Day participants were:

Global vision care nonprofit OneSight sponsored events across 10 countries (Australia, China, Gambia, Italy, New Zealand, South Africa, the U.S., Singapore, Rwanda and Zambia) and provided vision care and glasses to thousands in need. Luxottica employees volunteered at events in their local communities, and retail brands across the U.S., including LensCrafters, PearleVision and Sears Optical, opened their doors for one day to help those in need.

PearleVision also teamed up with tennis great Billie Jean King to launch the #RaiseYourGlasses campaign, inviting people to share a photo of themselves on social media wearing their favorite prescription glasses. For every 10 photos shared through the end of the year, Pearle Vision will fund a new pair of Rx glasses for a child in need.

WestGroup partnered with the CNIB Foundation for the #WithoutMySight campaign to raise awareness of what life would be like without sight by challenging everyone to complete a daily task or routine blindfolded. Participants recorded a 30-second video, donated to Optometry Giving Sight (OGS), nominated three people and uploaded their video to social media, tagging @WestGroup and using the hashtag #WithoutMySight.

Think About Your Eyes reached out to consumers through media interviews and targeted Facebook posts and participated in a radio media tour with Justin Bazan, OD, of Park Slope Eye of Brooklyn, NY, to promote the importance of an annual eye exam.

DeRigoREM launched its #SEEINGCLEAR social media campaign to bring attention to the prevention of blindness and vision impairment as well as to engage company employees, customers and business partners to get involved in taking the World Sight Day Challenge. In addition to raising money for every person tagged in its social media comments, De Rigo REM worked on a number of initiatives, including most recently the donation of readers for a recent OGS visit to Tanzania.

Essilor of America's #DifferenceMakers campaign invited visitors to its microsite EssilorUSA.com/DifferenceMakers to nominate ECPs who

embody the company's mission of improving lives by improving sight to join Essilor on a mission trip to Southeast Asia in 2019.

ABB OPTICAL GROUP donated a percentage of its DIGITAL EYE LAB Network sales through the month of October to OGS. Since 2011, ABB OPTICAL has donated nearly \$250,000 to OGS through its annual World Sight Day Challenge fundraising initiatives, employee donations and other fundraising initiatives year-round.

VSP Global matched donations through employee fundraising activities globally in the month of October and promoted awareness through @VSPVisionCare and @VSPProviders social media pages.

Addressing his "Children's Vision" mandate, Scott Mundle, OD, of Winnipeg, Manitoba, Canada, president of the World Council of Optometry (WCO), proclaimed his support of Our Children's Vision Campaign.

This is just a sampling of the many ECPs, eyewear companies and nonprofit organizations that celebrated World Sight Day by giving back on Oct. 11, 2018, as well as every day throughout the year. Zyloware's blog <https://bit.ly/2EbQZ4b> breaks down everything you need to know about World Sight Day. @GivingSightOrg #SightChallenge #HelpAChildToSee ■

Optometry Giving Sight 888.647.4483 GivingSight.org