



WILEY X® SUPPORTS IMPORTANT CHILDRENS VISION AWARENESS CAMPAIGNS IN AUGUST

As Back to School Nears, It's More Important Than Ever to Focus on Eye Health and Safety, Including the Need to Protect All Kids, Not Just Those Who Wear Prescription Eyewear

Across America, millions of children are getting ready for the new school year, so it's no coincidence that two important campaigns choose August each year to shine a spotlight on the important topic of children's vision. And each year, premium protective sunglass manufacturer Wiley X® does its part to help spread the message and raise awareness for the important issues of children's vision health and protection in a dangerous world.

The College of Optometrists in Vision Development (COVD.org), along with state and local governments, commemorate August as Children's Vision and Learning Month. The purpose of this annual campaign is to highlight the direct connection between vision and learning and educate parents about the need for regular vision exams. Exams before every school year can help detect vision problems and allow for corrective measures that can greatly enhance a child's learning experience. "Studies show that more than 5 million children in America have vision problems that can affect their ability to learn," said Wiley X Co-Owner Myles Freeman, Jr. "Regular testing and recognizing the signs of vision problems help lead to early detection — giving every child an equal opportunity to learn," added Freeman.

August is also Children's Eye Health and Safety Month, a national campaign of Prevent Blindness America. According to the organization's website (preventblindness.org), every 13 minutes an emergency room treats a sports-related eye injury. Even more sobering is that about 43-percent of these injuries happen to boys and girls ages 14 and younger. The good news is that 90-percent of these injuries can be prevented, through better understanding, safety practices and the use of proper eye protection. Key to making this happen is raising awareness among parents that proper eye protection is something every child needs — not just those who wear prescription glasses.

To meet this need, Wiley X recently introduced its Youth Force™ line of protective eyewear designed specifically for young athletes. Each of the four Youth Force models — the WX Flash, WX Victory, WX Fierce and WX Gamer — is ASTM F803 rated for maximum vision protection while participating in sporting activities. These styles are designed for specific age groups and can quickly change from spectacles to goggles with the simple push of a button. Wiley X also utilizes bold colors and graphics for the Youth Force line, ensuring that kids will actually want to wear these glasses not only while playing and practicing their favorite sports, but all the time. In addition, all Youth Force glasses are Rx-Ready using the company's advanced DIGIFORCE™ digital lens technology, making them an ideal, no compromise solution for active boys and girls who wear corrective lenses.

"The key to protecting our young athletes is getting them to wear proper eyewear whenever they need it, especially every time they take to the court or field," said Freeman. "By making our Youth Force line comfortable, cool-looking and versatile, we hope to get kids to wear their eye protection not just during sporting activities, but anytime they need vision correction," added Freeman.

To learn more about Wiley X's Youth Force eyewear designed specifically to protect the vision of young boys and girls — visit www.wileyx.com. Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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