



**WILEY X® SUPPORTS VISION AWARENESS CAMPAIGNS FOCUSING ON THE NEEDS OF YOUNG CHILDREN**

**Premium Eyewear Manufacturer Backs Efforts of *Vision & Learning Month, Children’s Eye Health and Safety Month* Throughout August**

Each August, the end of summer appears on the horizon and parents of young children and teenagers start to think of “back to school” preparations. This makes it the ideal time for two important, nationwide awareness campaigns designed to educate parents and kids alike about the importance of vision safety and the direct link between eye health and learning. As a company dedicated to protecting the vision of men, women and children for 30 years, eyewear manufacturer Wiley X®, Inc. strongly supports these programs and is working to help spread the word.

August marks Children’s Eye Health and Safety Month, an annual campaign by non-profit organization [Prevent Blindness America](#) to educate and inform the public about eye health and safety issues for boys and girls — particularly in the area of injury prevention. There are approximately 42,000 sports-related eye injuries each year in America, and unfortunately, children suffer the majority of these injuries. Experts agree that the best way to prevent these injuries is for boys and girls to wear proper safety-rated eyewear every time they participate in sports activities.

To help make this happen, Wiley X offers it’s innovative Youth Force™ line of ASTM-F803-rated protective eyewear. This comprehensive line includes a range of models specifically designed for boys and girls of different age groups, delivering the stylish looks, bold colors and athletic fit that make youngsters *want* to wear them — and not just while playing sports. A unique feature of Youth Force frames is their ability to instantly switch from spectacles to sports goggles with the simple push of a button. In addition, all Youth Force glasses are Rx-Ready using Wiley X’s exclusive DIGIFORCE™ digital lens technology for superior prescription accuracy and sharp vision over the widest possible field of vision. This gives wearers of Youth Force glasses an edge whether they’re competing on the field or in the classroom.

August is also Vision & Learning Month, an annual program of [The College of Optometrists in Vision Development](#) that works to highlight the connection between vision health and learning, while promoting the importance of regular vision exams for America’s youth. This campaign promotes the need for vision exams before every school year, so parents can take corrective measures if needed and prevent vision-related issues from affecting a young student’s academic success.

“Good eye health doesn’t just happen, it takes a conscious effort that begins with education,” said Wiley X Co-Owner Myles Freeman, Jr. “Whether you’re talking about protecting a child’s eyes from sports-related injury or making sure every boy and girl begins the school year with healthy eyes and sharp vision, Americans need to make children’s eye health a priority. This is why national programs like these are so important,” added Freeman.

To find out more about Wiley X’s innovative Youth Force eyewear family engineered to protect the vision of young boys and girls, visit [www.wileyx.com](http://www.wileyx.com). Or contact the company at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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