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WILEY X® SUPPORTS NATIONAL SPORTS EYE SAFETY AWARENESS MONTH IN SEPTEMBER

Annual Effort Focuses on Awareness, Education to Prevent Sports Injuries

Participating in recreational sports is part of our American heritage, and is great for our overall health, attitude and well being. By nature, however, many popular sports can also be hazardous to our vision. Leading eyewear innovator Wiley X®, Inc. is well aware of this fact, which is why the company is supporting 2017 National Sports Eye Safety Awareness Month throughout September.

The goal of this annual campaign is to raise awareness of sports-related eye injuries and educate Americans about preventing injuries before they happen. “When the public thinks of sports injuries, they likely think about sprained ankles, tendon injuries or other orthopedic issues,” said Wiley X Co-Owner Myles, Freeman, Jr. “Injuries to the eyes while playing sports are surprisingly common — and can be far more permanent and devastating than other physical injuries. What comes as no surprise, however, is the best method of prevention — wearing proper eye protection when participating in any sport or activity,” added Freeman.

Just how common are sports-related eye injuries? According to statistics published by [Prevent Blindness America](#), close to 6,000 Americans annually suffer eye injuries from playing basketball alone. Tennis, baseball, volleyball and other popular American sports (even family water sports like skiing and tubing) cause many eye injuries annually. Other outdoor activities like cycling, mountain biking, fishing and shooting present their own dangers to the eyes. These injuries can run the gamut from corneal abrasions, blunt trauma, inflamed irises, fracture of the eye socket, swollen or detached retinas and even traumatic cataracts. In some cases, sports-related eye injuries can result in permanent vision impairment or loss.

The key to prevention, experts say, is wearing proper eye protection. To help make this a reality Wiley X has developed a full line of eyewear products for men, women and youth based on style and comfort, as well as protection. Wiley X sunglasses are ideal to wear for any occasion or activity — yet they deliver the same advanced protection worn by soldiers, law enforcement, champion NASCAR drivers and others who face serious danger every day. All Wiley X adult sunglass styles meet ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, providing wearers with OSHA-grade protection during every activity. Models in the company’s popular Climate Control Series provide the additional benefit of a soft, removable Facial Cavity™ seal that blocks out airborne debris and dust during outdoor activities.

Wiley X also recently created its Youth Force line, a full range of sports protective eyewear especially for boys and girls ages 6 to 13+. All Youth Force styles meet rigorous ASTM F803 Sports Protective Eyewear Safety Standards for advanced vision protection on and off the field of play. Another important design feature in each Youth Force frame is the ability to quickly switch from traditional spectacles to sports goggles with the push of a button and attachment of an included adjustable elastic strap — so wearers can count on ideal comfort and protection for every activity.

One of the key recommendations of Sports Eye Safety Awareness Month is the use of prescription protective eyewear by athletes who need corrective lenses. Almost all adult Wiley X sunglass styles and all Youth Force styles are Rx-Ready using Wiley X’s advanced DIGIFORCE™ digital Rx lens technology for superior prescription accuracy and visual clarity over the widest possible field of vision.

To learn more about products designed to prevent sports eye injuries in men, women and youth, contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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