

2015.10.08

## **WORLD SIGHT DAY: CELEBRITIES ARE HELPING ESSILOR RAISE AWARENESS GLOBALLY**

On this year's World Sight Day, Essilor people across five continents are leading a campaign to draw attention to the importance of good vision. And international celebrities are lending their names and faces to the call for action on social media.

Vision care events have already taken place or are about to begin in schools, universities, public shopping centres and Essilor facilities in all corners of the globe. To help take the World Sight Day message viral, a team of well-known personalities and brand ambassadors for the Essilor Group are adding their voices on social media.

Every day since 1 October, Essilor has been sharing a personal message from each of its World Sight Day ambassadors via YouTube, Facebook, LinkedIn and twitter. Social media is an increasingly important channel to engage with global audiences, particularly consumers. Many of the celebrities who are supporting Essilor's campaign have millions of followers on social media which will enable many more people to understand the global challenge in ensuring access to good vision for all.

Click below to see the messages from the 8 personalities supporting Essilor for WSD:



Frédéric Diefenthal  
Actor and Producer - France



Nieves Alvarez  
Model - Spain



Piolo Pascual  
Actor and Musician  
Philippines



Eric Brossier  
French Scientific Explorer  
North Pole



Jordi Cruz, Pepe Rodriguez  
Samantha Vallejo-Nájera  
Jury Master Chef - Spain



Kat Graham  
Actress and Musician - USA

For WSD 2015, Essilor is also running an Instagram contest which is being promoted by 5 Instagram influencers in France, US, Philippines, India and Brazil.