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## **A SUCCESSFUL PARTNERSHIP FOR ESSILOR AT THE CABOURG FILM FESTIVAL**

Essilor was official sponsor of the Cabourg Film Festival from 10-14 June. A partnership to highlight a visual art par excellence and a way to bring the importance of good vision more into focus.

Set up in the garden of Cabourg's Grand Hotel, Essilor's vision screening tent did not wait long to receive its first visitors - fifty children from the Secours Populaire of Calvados. In parallel, as part of Essilor's partnership with Secours Populaire, the Festival's opening dinner was dedicated to raising funds for visual health programs for children of the region and collected € 8,000.

Some 10,000 festival-goers also benefited from vision screening organized by Essilor thanks to the involvement of local opticians and a number of Essilor volunteers who clearly projected a global message about vision health and protecting one's eyes.

As an official sponsor of the award for the public's favourite film, Essilor contributed €5,000 towards the release and distribution of the film "Lessons In Love" by Fred Schepisi, starring Juliette Binoche and Clive Owen. Because loving cinema is also about helping others to see films better.

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