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JOIN 55,000 PEOPLE TO RAISE THE FLAG FOR BETTER VISION AHEAD OF WORLD SIGHT DAY

October 9th is World Sight Day - an annual event organised by the World Health Organisation to highlight the importance of good vision. It's become an important date for Essilor. With our mission - 'improving lives by improving sight' - and our position as a leader in the vision care industry, we take seriously our responsibility to raise awareness and encourage examinations by eye care professionals.



Last year people from 35 Essilor entities in some 28 countries participated in a range of activities, from local screenings, information days and social media campaigns. This year, we're aiming to mobilise as many of our 55,000 people as we can who work across the Group - from Paris to Dallas and from Singapore to Rio de Janeiro - to get involved in our campaign 'raise the flag for better vision.

The Group will also be launching a digital campaign ahead of World Sight Day to drive conversation and awareness. And you too can get involved. We're encouraging all our employees and followers to pledge their support to our campaign via their social media accounts. Those who sign up to this [Thunderclap campaign](#) will all send the same message out on 9th October via Facebook, Twitter or Tumblr to their social media followers helping to raise greater awareness of the need for good vision.

Click [here](#) to get involved...

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