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FOSTER GRANT CELEBRATES 85 YEARS OF SUNGLASSES WITH EYEGLOSS DONATION PROGRAM

Pair for a pair program aims to help improve the quality of life in developing countries as part of a number of initiatives to mark 85 years of Foster Grant sunglasses.

Foster Grant, the brand credited with selling the first pair of mass-produced sunglasses in the US in 1929, celebrates its 85th birthday this year. During the brand's anniversary, Essilor subsidiary FGX International will continue to donate a pair of glasses through its 'Pair for a pair' program for every pair of reading glasses sold in the US on readerglasses.com to Restoring Vision, a non-profit organization that distributes eyewear in developing countries. Over the past four years FGX has donated more than 1.5 million pairs of eyewear to the organization.

"85 years ago, Sam Foster made a critical health accessory accessible and affordable to people throughout the United States," said Gina Lazaro, Chief Marketing Officer at FGX International. "Foster Grant's relationship with Restoring Vision continues that tradition of providing affordable eyewear that can impact and change people's lives."

FGX International has been supporting Restoring Vision in its global effort to help people see their world more clearly. Since its inception in 2003, RestoringVision.org has helped to distribute over 2 million new glasses worldwide across 75 different countries. The impact of making reading glasses available can be truly transformative, as Mark Sachs of Restoring Vision explained. "Correcting someone's vision can improve productivity by 35% and wages by 20%. For someone making just \$2/day, it can mean the difference between a life of poverty and one of opportunity."

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As part of its 85th anniversary, Foster Grant is partnering with popular actress and musician Kat Graham for a series of print adverts this summer. In addition to its 2014 summer collection, the brand re-released a vintage-inspired anniversary collection available on FosterGrant.com.

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