

## MEDIA RELEASE

### **Optique Line joins Optometry Giving Sight as Silver Sponsor**

3 January 2012 - Optometry Giving Sight is delighted to announce that leading optical frames supplier Optique Line is coming on board as a Silver National Sponsor in 2012.

Optique Line was founded in 1990 with the aim of providing exceptional product and levels of service, ensuring the demands of busy independent optical practices were met. With two of the most popular brands in their stable, Stepper Eyewear and Convertibles, they provide retailers with a unique opportunity to differentiate themselves from corporate retail outlets.

“We’re proud to support optometry’s charity of choice,” said Managing Director John Nicola. “We strongly believe as a business that it’s important to give back and there’s no better way for us to do this than by helping people in need to gain access to eye care services that we take for granted here in Australia.”

With an appreciation of the current trends in the optical industry and recognising the new challenges faced, Optique Line takes an entrepreneurial approach to developing new business opportunities.

The same could be said for their approach to philanthropy - not only will the company be supporting Optometry Giving Sight through sponsorship, founder John Nicola is taking that support to a whole new level by embarking on a significant personal challenge.

John will be putting on his running shoes and joining the elite few in an event described as The Toughest Footrace on Earth – a seven day endurance race across the Sahara desert in April, raising funds for Optometry Giving Sight in the process.

“We are extremely grateful to John for making this commitment and to Optique Line for becoming a sponsor of Optometry Giving Sight,” said Ron Baroni, Australian Country Manager for the charity.

“While the generous support of our sponsors allows us to do what we do every day, John can rest assured that 85 percent of donations he raises will go directly to projects that help give the gift of vision to those in need,” he said.

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