



New York Minute

October 2018

Ambiance with Xtreme AR Promotion: October-December, 2018

It's Our Gift To You



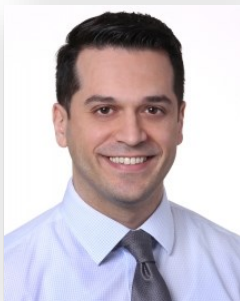
Between October 1 – December 31, 2018, Order our Ambiance Digital Progressive Packages for an *incredible deal*:

- Ambiance In Polycarbonate with Xtreme Ar = \$39.90
- Ambiance in Polycarbonate Transitions w/Xtreme AR= \$79.98

We're practically giving them away!

Expanded Sales Representation at your Service!

In an effort to better support our customers across the river we have expanded our sales coverage to include Ray, Rose, and Kathleen. All three sales consultants are currently managing business in the NJ/PA market. By leveraging their experience and expertise we believe it will provide an exceptional customer experience.



Ray Messina
Sales Consultant
Northern New Jersey
cell: 201-310-1961

ray.messina@21stcenturyoptics.com



Rose Driscoll
Sales Consultant
Southern New Jersey
cell: 215-435-6709

rdriscoll@21stcenturyoptics.com



Kathleen Landherr
Sales Consultant
Greater Philadelphia area
cell: 267-664-4610

klandherr@21stcenturyoptics.com

New Texting Service

Did you Know —you can text our Main Number at 800-221-4170 to

- ⇒ inquire of a status on a job
- ⇒ request a callback for any issue
- ⇒ request for a manager to call you back

TRY IT OUT TODAY!



New York Minute

October 2018

Check out our new Edging Fees!

We've sharpened our pencil and simplified our edging fees, making them more competitive and better for you!

Standard Edging	
CR-39 - 1.74	Regular
Zyl - Metal	\$8.73
Logo (=Groove)	\$12.73
Glass	Regular
Zyl - Metal	\$14.75
Logo (=Groove)	\$16.25

Drill Rimless	
CR-39 - 1.74	Regular
Trivex, Poly, Hi Index	\$32.98

21st Century Optics is in the Stock Market!



Don't forget us for your stock lenses! We stock a vast inventory of branded and private label finished lenses, ready for immediate delivery. Combine your Rx and finished stock lens orders for **reduced** shipping charges!

Tel 800-221-4170 ~ Fax 718-685-0404

World Sight Day and the Essilor Vision Foundation



October 11th, 2018 is World Sight Day --an annual day of awareness and action and an important advocacy and communications opportunity for the eye health community It's a call for the global optometric community to come together to create a world where everyone can see, no matter who they are or where they live.

At Essilor Vision Foundation, World Sight Day is all about kids. For the past few years, the non-profit organization has hosted Kids Vision Fest one week before World Sight Day. This year's event will take place on October 4.

Approximately 400 students from area elementary schools, who have been pre-screened by their school nurse and identified as having a vision issue, will come to Essilor of America's Dallas campus, where they will be greeted by cheering employee volunteers. The students are then paired up with one of the dozens of volunteer ODs who conduct eye exams. It's estimated that one in four children in the U.S. has a vision problem that affects their ability to learn and on average, 30 percent of the kids who attend Kids

Vision Fest fail their vision screenings. Those who do and need glasses are guided to the optical area, prescription in hand, to choose from a wide variety of donated frames.

The event is very popular among students. James was thrilled when he got a pair of glasses at the 2017 Kids Vision Fest. "I'm going to be able to see my friends! I love my glasses!"

On World Sight Day, Essilor Vision Foundation team members will personally deliver glasses to students at one of the elementary schools that attended Kids Vision Fest.

School nurses who have participated are also big fans. "Everything we learn is through our eyes, so if the kids can't see, they can't learn," says school nurse Dwayna Griffin. "To see the kids put the glasses on and watch the amazement on their faces when they see for the first time is so moving. Seeing them smile makes it worth it for us all."

Essilor Vision Foundation President Kim Schuy says these activities are another way the organization works to support its mission. "We're focused on empowering children in underserved communities to make sure their parents, teachers and communities understand the impact that good vision can have to help a child reach their potential."

You don't have to wait until World Sight Day to get involved in your community. Essilor Vision Foundation has a number of ways you can give back. Visit <https://www.evfusa.org/get-involved/eye-doctors> to learn more.

