

ESSILOR VISION FOUNDATION CELEBRATES THOSE WHO GIVE VISION A VOICE



Austin, TX – January 7, 2018 – Classis Optical Laboratories (Classic Optical) President, Dawn Friedkin was honored at Essilor’s 2018 National Sales Meeting which took place in Austin, Texas from January 7th-10th. Dawn received Essilor Vision Foundation’s (EVF) Hero Award in recognition of her outstanding service -- for going above and beyond to help support EVF and create a corporate culture that is fully committed to the betterment of the community.

Dawn has been instrumental in leading strategic engagement models between EVF and vision charities. She has streamlined solutions for some of our largest partners including Chicago Public Schools, United Way, Helen Keller International/ChildSight® and Vision To Learn, effectively expanding the outreach of vision services to over 250,000 students with more than 40,000 receiving eyeglasses in 2017. Under her leadership, Classic’s team members have given of their time in consultation - standardizing processes within nonprofits, increasing Medicaid utilization and overall helping to offset costs for sustainability. Working together within this scope, Classic’s goal for 2018 is to provide eyeglasses to more than 100,000 students.

“With 1 out of every 4 children in need of vision correction, we see our role of making eyeglasses as imperative to the success of children in the classroom, as well as being essential to enhancing their ability to function to the best of their ability in all other areas of their life” Dawn explains. “Unfortunately for many children, blurry eyesight seems normal. To address this issue Classic, EVF and other organizations are working in partnership to screen, examine and provide eyeglasses to children at their schools and improve their vision.”

Classic Optical shares in Essilor Vision Foundation’s mission of giving children a better life through better sight. As EVF kicks off its 11th year, the organization is continuing to raise awareness and make a difference for those children whose lives are forever changed by a pair of custom prescription eyeglasses. “Classic Optical is honored to have the opportunity to be a part of this important mission and contribute to this life changing endeavor.”

About Essilor Vision Foundation

The Essilor Vision Foundation is a 501(c)(3) public, non-profit organization based in Dallas, Texas, dedicated to helping people achieve better lives through better sight by creating and supporting activities that advance good vision and its benefits to those who need it most. For more information visit: www.evfusa.org.

About Classic Optical Laboratories, Inc.

Classic Optical Laboratories is a wholesale laboratory that specializes in managing high-volume contracts for insurance organizations, managed care organizations, union organizations and trust funds, educational institutions, correctional facilities, manufacturing plants, online and brick-n-mortar stores, and federal and state government programs. For more information, visit classicoptical.com.