



## **Zyloware & Optical Academy Hosting Free Community Eye Exam & Glasses Event for National Eyewear Day on June 6**

*May 29, 2024*

Peoria, Illinois - May 29, 2024 - PRESSADVANTAGE -

Port Chester, NY, 5/29/2024 ? Zyloware is teaming up with Optical Academy again to host its 9th annual National Eyewear Day Event on June 6th. Zyloware has dedicated this day to creating awareness of the importance of maintaining good eye care and health, providing comprehensive eye exams, and fashionable frames to everyone that takes part. Zyloware is the longest running family-owned and operated eyewear business in the U.S., and they have continually partnered with the Optical Academy as they are a revolutionary provider for eye exams and optical solutions, to provide those within the community access to necessary vision resources.

On Thursday, June 6th, from 4-6pm, members of the community will receive free access to vision services, including a complete eye exam, vision screening, and quality eyewear with individual prescriptions. Vision services and eyewear will be able to accommodate all ages, from children to seniors. The event is free and all are welcome, and it will be held at the Zyloware corporate office in Port Chester.

National Eyewear Day recognizes the impact glasses have on daily life for all those who require prescription

lenses to see. It highlights facets of our personality, going from visual aid to genuinely iconic fashion accessories. Zyloware, recognizing this significance, created National Eyewear Day to emphasize the impact.

Zyloware is also running a social media campaign with community participation, where participants can post a photo of themselves in their favorite frames. The campaign will run through Facebook and Instagram, emphasizing frame pride.

The company has also created a toolkit for eyecare professionals, aiming to broaden the celebration of National Eyewear Day through all possible channels. It is encouraged for participating practices to host glasses giveaways in recognition of National Eyewear Day. The hashtags #NationalEyewearDay #Spectacular #EyewearSelfies #FramePride #ZylowareEyewear #WeAreZyloware are all recommended to increase online engagement, and participating practices can access the free toolkit at [www.wearezyloware.com/resources-national-eyewear-day](http://www.wearezyloware.com/resources-national-eyewear-day).

National Eyewear Day was submitted by Zyloware Eyewear in 2015, and approved by the Registrar at National Day Calendar. Since then, it has been celebrated every June 6th with Zyloware promoting new tips, tools, and philanthropic initiatives to bring awareness to the forefront of both patients and professionals.

#### About Zyloware & Optical Academy

Zyloware Eyewear was founded in 1923 by Joseph Shyer as a manufacturing facility in Long Island City, NY. Proud to have styled generations of families, Zyloware provides classic, fashionable, and quality eyewear to men and women around the world. Currently, in their 100th year of business, the Zyloware family continues its heritage of fine craftsmanship and impeccable style along with dedication to the community. Zyloware believes everyone should have access to quality eyewear and is proud to partner with several optical charities to help bring vision care to those in need. As a family business, they are devoted to excellence, commitment, passion, and innovation.

To learn more, please visit [www.zyloware.com](http://www.zyloware.com).

The Optical Academy provides a Vision Team consisting of Optometrists, Opticians, and Vision Technicians that come to your school site, work site or community event to do thorough eye exams for everyone. They are completely mobile with state-of-the-art hand-held digital equipment. Their vision team can accommodate any patient, with or without special needs.

To learn more, please visit [optical-academy.com](http://optical-academy.com).

Bard Optical locations will be participating in National Eyewear Day. Providing exceptional vision care across Illinois, Bard Optical has a team of talented optometrists ready to supply premium eyecare to both new and returning patients. To learn more, visit [www.bardoptical.com](http://www.bardoptical.com).

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### **Bard Optical - Metro Centre**

*At Bard Optical, we're known for providing compassionate eye care, a family feel, and an unmatched patient experience. Providing the best care has made us Central Illinois' top eye care provider for nearly 80 years.*

Website: <https://www.bardoptical.com/eye-doctor-peoria-metro-centre/>

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