

**FOR IMMEDIATE RELEASE**

**WESTGROUPE AND EYEWEAR DESIGNS LTD. ANNOUNCE A CANADIAN DISTRIBUTION  
AGREEMENT FOR TONY HAWK KIDS EYEWEAR.**

**Montreal, QC (June 30, 2016)** – WestGroupe is pleased to announce an agreement with Eyewear Designs Ltd. to distribute the Tony Hawk Kids eyewear collection in Canada.

Tony Hawk is a skateboard legend and is widely considered to be one of the most successful and influential pioneers of modern skateboard culture. Today the Tony Hawk brand includes a billion-dollar video game franchise, successful businesses such as Birdhouse Skateboards, Hawk Clothing, and the Tony Hawk Signature Series sporting goods and toys. Originally launched in 2015 as an adult collection, Tony Hawk Eyewear has garnered rave reviews for its innovative styling, bold use of color and attention to detail. Building on this success, Eyewear Designs Ltd. has developed the new Tony Hawk Kids Eyewear Collection to appeal to a new generation of Hawk fans.

“The Tony Hawk brand is a globally recognized “skate culture” lifestyle brand that combines style and performance with cool, laidback attitude,” says Beverly Suliteanu, Vice-President of Product Development at WestGroupe. “Tony Hawk is the original skate board guru and has tremendous brand recognition and appeal for kids, tweens and teens. The Tony Hawk kids collection is a great addition to WestGroupe’s brand portfolio.”

The Tony Hawk Kids Collection will be launching with six styles (three acetate models and three stainless steel models) that feature trendy styling and fun color combinations. Designed with active young boys in mind, each model features spring hinges for added durability and are tough enough to stand up to an active lifestyle.

For more information about the Tony Hawk Kids eyewear collection, please contact Carol Ann Edwards at [cedwards@westgroupe.com](mailto:cedwards@westgroupe.com) or visit [westgroupe.com](http://westgroupe.com).

**ABOUT WESTGROUPE**

With over 50 years of industry insight, WestGroupe’s mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. The company is driven by their customer commitment to excellent service and exceptional product. WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allow customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including KLiiK denmark, FYSH UK, EVATIK and Superflex.

### **ABOUT TONY HAWK**

Tony Hawk began skateboarding at age 9. By the age of 12, he was winning amateur contests. At 14, he turned professional, and by the time he turned 16 years of age he was widely regarded as the best competitive skateboarder in the world. When he was 25, he'd competed in 103 pro contests, winning 73 of them and placing second in 19—a record that will almost certainly never be matched. Tony retired from competition in 1999, though he continues to perform skate demos and exhibitions around the world.

Tony's commitment to the skateboard lifestyle and community, have never wavered. Tony has created many brands of products, toys, video games, apparel and, of course, skateboarding gear, all with one thing in common: authenticity. He founded the Tony Hawk Foundation in 2002, which seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the foundation supports recreational programs, with a focus on the creation of public skateparks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing, positive results. To date, the foundation has awarded \$5.2 million to over 550 public skatepark projects serving over 4.8 million visitors annually.

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