



## **Visique helping give sight to more than 1 million children through World Sight Day Challenge**

**Montréal, October 4, 2017** – This fall, Visique is taking part in the World Sight Day Challenge to help raise funds for people in underserved communities who are needlessly blind or vision impaired, simply because they can't access an eye exam and glasses.

Visique will campaign for the challenge throughout October, with World Sight Day being celebrated on Thursday, October 12. All Visique and FYidoctors' clinics across Canada will be participating, with a goal of raising over \$100,000. Fundraising initiatives include in-clinic activities, and a social media campaign where FYidoctors and Visique will donate \$1 for each new page like, up to a maximum of \$10,000.

"We are very fortunate to live in a country where we simply expect the best of eye care," said Dr. Frédéric Marchand, optometrist and Visique vice-president. "It is sad and unfortunate that millions of people struggle to have even something as simple as a pair of reading glasses. I am very proud of our team and their commitment to enhancing the lives of people not just in Québec and Canada but worldwide."

FYidoctors and Visique, have been a Double Diamond Supporter since 2013, and are Canada's largest fundraiser towards the World Sight Day Challenge, raising over \$600,000 to date.

To help Visique bring sight to those less fortunate please like Visique [Facebook page](#), or visit any Visique clinic to make a donation in person.

### **About Visique**

Visique is part of FYidoctors, one of Canada's largest providers of ophthalmic products and services. With 45 locations across Quebec, Visique offers advanced diagnostic equipment and fully customized lens technology, as well as a comprehensive selection of top brands and exclusive frames and products. To learn more please visit [visique.com](http://visique.com).

### **About World Sight Day**

World Sight Day is an annual day of awareness held on the second Thursday of October to focus global attention on blindness and vision impairment. It is coordinated by the International Agency for the Prevention of Blindness (IAPB) and is supported by eye health organizations around the world – including Optometry Giving Sight - and is included on the official World Health Organization (WHO) calendar. This year's call to action is: Make Vision Count.

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### **Contacts:**

The Montréal Office  
Gabrielle Lachance  
514 397-1703  
[gabrielle@mopr.ca](mailto:gabrielle@mopr.ca)