



AMERICAN ACADEMY  
*of* OPTOMETRY

For Immediate Release

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### **Essilor of America and American Academy of Optometry Announce New Academic Student Challenge**

ORLANDO - May 9, 2018 - Essilor of America and the American Academy of Optometry are pleased to announce a new event for students, "Essilor Academic Challenge @ Academy Stadium."

The competition will be comprised of digital competition components by teams at each school and college of optometry, culminating in a final showdown at Academy 2018 San Antonio on Thursday, November 8 from 7:00 to 10:00 PM at the Henry B. González Convention Center. Essilor Academic Challenge @ Academy Stadium will be held annually at the American Academy of Optometry meeting.

"At Essilor our mission is improving lives by improving sight. To meet our mission the future of optometry must remain strong. We continually explore new and exciting opportunities to support future eye care professionals. The American Academy of Optometry has done an outstanding job of getting students to their annual meeting. We believe that with the large number of students that attend, the vast knowledge they have and the excitement that they bring, this event will showcase how impressive the future is for optometry," says Dr. Ryan Parker, Director of Professional Services for Essilor of America.

School teams will be comprised of three students at varying points in their academic career and one faculty coach. These academic teams will compete against each other in an entertaining environment to see which team has what it takes to win the coveted title. All Academy 2018 San Antonio attendees are invited to attend the live competition event held during the meeting.

"We are thrilled to partner with Essilor of America on providing this entertaining and energetic event that we hope will both engage students in building their optometric knowledge and allow them to participate in a new element of camaraderie and school spirit at our meeting," says Dr. Joseph P. Shovlin, President of the American Academy of Optometry.

Academy 2018 San Antonio will take place at the Henry B. González Convention Center in San Antonio, TX. Registration and housing open on May 21, 2018. For more information, visit <http://www.aaopt.org/2018>.

### **About the American Academy of Optometry**

The American Academy of Optometry (AAO) enhances excellence in optometric practice by fostering research and disseminating knowledge in vision science through its journal, *Optometry and Vision Science*, and the continuing education presented at its annual meeting. Fellows of the Academy are committed to the premise that learning is a lifelong obligation of a professional, as is the commitment to expand the profession's knowledge base through ongoing fellowship and exchange. For more information, visit the website: <http://www.aaopt.org>.

### **About Essilor of America, Inc.**

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index, photochromic and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX®, CRIZAL®, TRANSITIONS®, XPERIO UV™, EYEZEN™, DEFINITY®, THIN&LITE® and other Essilor brand names. Essilor Laboratories of America, Inc is the largest, and most trusted optical lab network in the U.S. and offers a wide choice of services and lens brands to eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA). For more information, visit the website: <https://www.essilorusa.com>.

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