



Etnia Barcelona provides opticians with 150,000 pairs of glasses completely free of charge through its Foundation.

As of June 25th, the Etnia Barcelona Foundation will be launching its “**Opticians With You**” program, an international charitable project aimed at helping families negatively impacted by the COVID-19 crisis.

Since 2016, the Etnia Barcelona Foundation has supported nearly 50,000 families and, in particular, children from different social backgrounds, given the direct correlation between vision problems, drop-out rates and social integration difficulties. This project aims to work to improve their visual health and quality of life.

Given the current situation, the Etnia Barcelona Foundation has decided to expand its sphere of action and is taking the **Opticians With You** project even further.

This project was created to personally help individuals whose economic possibilities have suffered as a result of the pandemic. The Foundation, with the collaboration of opticians around the world, will send 150,000 frames from the brand, completely free of charge, to vulnerable individuals or families who need glasses and do not have access to them as a result of the COVID-19 crisis.

The project, which defends the right of individuals to have correct vision and a better quality of life, will be implemented through the opticians that participate in the Foundation's Non-Profit Opticians program. These opticians play a fundamental role in identifying individuals or families in their communities that are going through hard times financially. They become the Foundation's eyes to detect and offer this help to anyone who needs it.

The Foundation's usual partners have decided to join in on the initiative because they understand that this charitable endeavor is fundamental when we are faced with a global crisis. **Opticians With You** will be launched on June 25th and run until December 31st. It will allow many families to access the eye care they need to improve their quality of life.

Individuals who are experiencing economic difficulties and who need vision correction can talk to one of the opticians taking part in the program to receive more information.

Find out more at www.etniabarcelonaafoundation.org.

ABOUT ETNIA BARCELONA FOUNDATION

Etnia Barcelona Foundation is the brand's humanitarian Project focuses on disadvantaged communities around the world.

The Etnia Barcelona Foundation was founded in 2019 with one sole mission: to care for the visual health of individuals living under the poverty line by providing access to professional eye healthcare to those in need of such assistance. The Etnia Barcelona foundation also collaborates with organizations that share its vision in three main lines: education, health and social integration.

The following are some of our frequent collaborators: La Caixa's humanitarian side, Obra Social La Caixa, the Joan Broser Institute and the Catalan Association for Optometrics and Visual Therapy, the university center for vision in the Polytechnic University of Catalunya, Essilor.

