



WestGroupe and Carl Zeiss Vision Canada Donate More Than \$234,000 for Optometry Giving Sight through their ValuePak Promotion

GOLDEN, COLO., June 20 2023—For seven consecutive years, WestGroupe and Carl Zeiss Vision Canada have donated a portion of the proceeds raised from its ValuePak frame and lens package—which includes Superflex® frames and synchrony® lenses—to Optometry Giving Sight ([OGS](#)). Through this ongoing promotion, the companies have raised more than \$234,000 to date in cumulative funds for OGS, the only organization dedicated to eradicating uncorrected refractive error through the growth and expansion of optometry around the world.

With support from WestGroupe and Carl Zeiss Vision Canada—both of which are recognized as OGS Canadian Platinum Partners—OGS has been able to fund vital projects in areas of the world with little to no access to eye care, including providing necessary equipment to optometry students in Malawi, establishing a school of optometry in Vietnam, and helping underserved people in Canada receive eye exams and glasses.

“Broadening access to equitable eye care and raising awareness of the importance of healthy vision is at the core of everything that Optometry Giving Sight stands for,” said Lois Schoenbrun, Executive Director, OGS. “We are endlessly grateful for our partnerships with West Groupe and Carl Zeiss Vision, and what their ongoing support enables us to accomplish around the world.”

“We believe that giving back is not just a responsibility, but a privilege,” says Bryan Rossi, President, Carl Zeiss Vision Care, Canada. “Together, we have the power to make a positive impact on the lives of those in need, and it is our honor to extend a helping hand.”

In addition to their annual ValuePak contributions, WestGroupe and Carl Zeiss Vision Canada participate every year in Optometry Giving Sight’s World Sight Day Challenge, for which each Platinum Partner holds several fundraising events throughout the year and includes upper management involvement and support. To learn more about the World Sight Day Challenge, please visit givingsight.org/wsdc/.

“Whether it’s through the ValuePak initiative with Carl Zeiss Vision or participating in the annual World Sight Day Challenge, we’ve always been a longstanding partner and supporter of OGS,” said Michael Suliteanu, President, WestGroupe. “It’s humbling to know that we’re playing a role in supporting the shared mission to provide access to eye care services and solutions to those most in need.”

For more information about the ValuePak packages, please contact your WestGroupe or Carl Zeiss Vision representative, or call +1 (800) 268-6489.

Over the last 20 years, OGS funding has provided basic eye care services to more than 8 million people, assisted with training more than 14,000 eye care personnel, established more than 130 vision centers, and served people in more than 40 countries. In the last

two years alone, OGS has provided funding to more than 30 project partners in North America and around the world, totaling more than \$1.5M in grants. For more information—or to donate—please visit givingsight.org.

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