



ClearVision Optical Fundraises and Celebrates its Legacy and Values at Founder's Day



HAUPPAUGE, NY –June 9, 2024 – ClearVision Optical marked Founder's Day last month with a special event at its Hauppauge, New York headquarters, paying tribute to the company's founder and the values he instilled.

Held annually in May, Founder's Day honors the legacy of Fred Friedfeld, who started the company in 1949 with his wife Mimi Friedfeld. Founder's Day serves as a meaningful moment for the ClearVision team to gather and reflect on the principles Fred championed.

This year's event featured a Makers Fair, offering ClearVision team members the chance to participate in a variety of creative and service-focused activities. The fair included interactive booths and demos designed to engage employees, foster community, and support charitable giving.

Many of the booths were employee-led or inspired, providing a platform for team members to showcase their creativity and entrepreneurial spirit—qualities Fred embodied and championed. From handmade crafts to hands-on demos, the Makers Fair celebrated the diverse talents that shape ClearVision's culture and community.

Activities included:

- **Baking Demonstration:** A live baking demonstration.
- **Blanket-Making Demo:** A blanket-making demo that used a starter blanket that attendees helped assemble.
- **Bracelet Crafting Station:** A bracelet-making station.
- **Cricut Station:** A Cricut station where participants ironed smiley designs onto cotton zipper toiletry bags that were later donated.
- **Gardening Booth:** A vertical gardening activity station.
- **Pen-Making Station:** A table where attendees made custom pens with beads and charms.
- **Professional Headshots:** A professional headshot booth.
- **TPI 3D-Printed Eyewear Showcase:** An eyewear showcase with frames, product flyers, and a try-on station.
- **Toiletry Kit Collection:** A team effort to sort through personal care and toiletry items donated by employees, all of which were then donated to support local shelters.



The Makers Fair also featured a sunglass sale, with all proceeds benefiting the Fred Friedfeld Memorial Scholarship Fund in partnership with the SUNY College of Optometry.

Established in 2014, the Fred Friedfeld Memorial Scholarship helps support future optometrists in achieving their professional goals. Awarded based on merit, the scholarship is given to students who show strong potential and a dedication to making a

difference in the field. Funds go directly toward reducing their tuition burden. This support helps launch careers in optometry that make a daily impact—whether in delivering high-quality care or shaping the future of the industry.

Although contributions are accepted year-round, Founder's Day provided a focused opportunity to rally around the future of eyecare. The scholarship, created in collaboration with SUNY Optometry, has already raised more than \$100,000.

ClearVision Optical encourages the optical community to join in this effort to strengthen optometric education, research, and patient care. Donations to the Fred Friedfeld Memorial Scholarship Fund are a meaningful way to honor Fred's legacy and empower the next generation of eyecare professionals.

To contribute, donations can be made online by clicking [here](#).

Checks may also be made payable to the Optometric Center of NY with a note indicating the Fred Friedfeld Scholarship Fund. All donations are tax-deductible.

About ClearVision Optical

Founded in 1949, ClearVision Optical is a 76-year-old, award-winning leader in the optical industry, designing and distributing eyewear and sunwear for many of today's top brands. A privately held company, ClearVision is headquartered in Hauppauge, New York and is listed on the state's Historic Business Preservation Registry. It has been recognized as a Best Company to work for in New York state ten times, by SMART CEO Magazine as a family business of the year, and by LI Press as a Small Family Business. It also won the Vision Monday and 20/20 Magazine EyeVote Readers' Choice Award winner for Brand Introduced in 2022 for ILLA and was chosen by readers as a 2024 Ultimate Partner. ClearVision's collections are distributed throughout North America and 20 countries around the globe. Licensed and proprietary brands include ILLA, Uncommon, Adira, Demi + Dash, BCBGMAXAZRIA, Steve Madden, IZOD, Dilli Dalli, CVO Eyewear, ADVANTAGE, and more. Visit cvoptical.com for more information.

