



PRESS RELEASE
For Immediate Release

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MODERN OPTICAL INTERNATIONAL
Establishes *Modern Vision for All* to Expand Access to Vision Care

ROSELLE, IL (June 15, 2026) - Modern Optical International announces the launch of **Modern Vision for All**, a charitable initiative dedicated to expanding access to vision care for families in the US and around the world.

At the heart of Modern Vision for All ("MVA") is a simple belief: every person deserves the opportunity to see clearly, learn confidently, and pursue a brighter future. For many families, access to eye exams and eyewear remains out of reach. Through MVA, Modern Optical will transform a core business segment into a powerful engine for shared global impact. By contributing \$1 for every qualifying frame purchase, Modern has turned routine business transactions into a sustainable funding model for vision-related charitable causes.

With MVA, practices can help fund life-changing vision care simply by doing business as usual. [Enrollment in MVA](#) is simple, and there is no additional cost or purchase obligation. MVA's 2026 donation goal of \$20,000 will support our two charitable partners, [EyeCare4Kids](#) and [GoodVision](#). Both trusted organizations share a common mission: ensure that clear vision is not limited by economic or geographic barriers.

"Modern Vision for All is built on the belief that when our industry comes together, we can create opportunities that extend far beyond eyewear," said Ken Weissman, President and CEO of Modern Optical. *"Every frame represents more than a product. It represents a chance for a child to see the classroom more clearly, for a parent to provide for their family, and for communities around the world to thrive. We are honored to partner with EyeCare4Kids and GoodVision to help make that possible."*

Practices interested in enrolling in **Modern Vision for All** can click [here](#) or contact Modern Optical at 800.323.2409. Logos are available here:

https://www.dropbox.com/scl/fo/s7m5rh5h2v5wo0btwuwvx/AINnNL_Ymb5BOMBvY8VXufY?rlkey=pdv5k9d5pcnh94jwe3p8a07rr&st=da116js1&dl=0

About Modern Optical International

Founded in 1974, Modern Optical International (MOI) is a 100% family-owned and operated wholesaler of quality, affordable eyewear. Modern Optical is an industry leader in value eyewear and a managed care expert offering a broad selection of over 1,300 styles. Our *Summit Optical Supply* Division provides cases, parts, cleaning cloths, and more. Modern Optical Canada, a subsidiary of MOI, distributes all product lines of MOI. For more information, visit www.modernoptical.com or call 800.323.2409.

[EyeCare4Kids](#), founded in 2001, has provided more than 600,000 vision care services to underserved children and families throughout the United States. Through clinics and mobile programs, the organization helps remove barriers that prevent children from receiving the vision care they need to succeed in school and life.

[GoodVision](#), founded in 2012, extends that impact globally. Operating in 11 countries, the organization has helped more than 1.1 million people gain access to affordable eyewear while creating sustainable local employment opportunities through technician training and eyewear production.

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