


START PLANNING FOR

NATIONAL
EYEWEAR
DAY
JUNE 6



Helping people see a beautiful day every day!

JUNE 6TH IS NATIONAL EYEWEAR DAY. PROMOTE IT AND YOUR PRACTICE IN A NUMBER OF WAYS.

- ✓ Provide special offers/discounts on frames/lenses
- ✓ Partner with local charities to provide free eye screenings for the underserved in your community
- ✓ Donate a % of sales to a local or optical charity

HOW PARTICIPATION BENEFITS YOU.

- #1 Provides you with the opportunity to give back to your community
- #2 Exposure and publicity for your practice means increased foot traffic to your location

ZYLOWARE TOOLKIT FOR A SUCCESSFUL NATIONAL EYEWEAR DAY.

- How To Host a Community Event toolkit includes:
 - Promotional materials
 - Swag
 - Pre-made social media clips
- Posters
- Counter top easels
- Camera-ready art for newspaper advertising
- Media press releases

WeAreZyloware.com
Your #1 source for social
media content and
everything eyewear!

For more information contact your
Zyloware Account Manager or
marketing@zyloware.com

100 YEARS OF
Zyloware.
SINCE 1923

CASE STUDY

In 2018, Zyloware partnered with Optical Academy in Port Chester, NY to provide free eye exams and eyewear to those in need. Hosted at a local community center, in three hours over 60 low-income participants (children through seniors) received an eye exam, vision screening and Rx eyewear.

National Eyewear Day

was created and registered by Zyloware in 2016 to honor the birthday of Joseph Shyer, who founded Zyloware in 1923.

