



**For Immediate Release**

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**ZYLOWARE & OPTICAL ACADEMY HOSTING FREE COMMUNITY EYE EXAM AND GLASSES EVENT FOR NATIONAL EYEWEAR DAY ON JUNE 6.**

***Port Chester, NY: Zyloware and Optical Academy partner to provide free eye exams and glasses during National Eyewear Day community event on Thursday, June 6th, 2024, from 4-6pm at Zyloware corporate office in Port Chester, NY.***

Zyloware is teaming up with Optical Academy again to host its 9th annual National Eyewear Day Event on June 6th a day registered by Zyloware dedicated to creating awareness of the importance of maintaining good eye care and eye health providing comprehensive eye exams and fashionable frames to everyone that takes part.

*National Eyewear Day is our day to give back, and what better way to do so than giving back to our community by providing free eye exams and eyewear to those who need it.*

**FOR THE EYECARE Professional YOUR FREE TOOLKIT TO PARTICIPATE:**  
<https://www.wearezyloware.com/resources-national-eyewear-day>  
**WATCH 2023 NATIONAL EYEWEAR DAY EVENT: [HERE](#)**

Zyloware, the longest running family-owned and operated eyewear business in the U.S, has partnered with the Optical Academy, a revolutionary provider for eye exams and optical solutions, to ensure those within our community have access to necessary vision resources.

On Thursday, June 6th, 2024, from 4-6pm, members of the community will receive free access to vision services, including a complete eye exam, vision screening and quality eyewear with each patient’s prescription. Vision services and eyewear will be available to accommodate all ages, from children to seniors.

*You must register to attend [REGISTER HERE](#)*

**EVENT DETAILS**

**Date:** Thursday June 6<sup>th</sup> 2024

**Time:** 4-6pm

**Location:** Zyloware

8 Slater Street

Port Chester, NY 10573

***THIS EVENT IS FREE, AND EVERYONE IS WELCOME***

## Not able to make it to our community event?

You can still have fun and spread the word on social media!

**Why Celebrate National Eyewear Day?** For anyone that requires prescription lenses to see, you know how much of an impact your glasses have on your daily life. Not only does eyewear help us see better, but it also makes us who we are!

Over the years, eyewear has transformed from a visual aid into a genuinely iconic fashion accessory. Eyewear can define, outline and punctuate a personality. It can complete an outfit and complement a person's facial shape.

Eyewear has grown in popularity and has become a massive part of our lives, which is why Zyloware has recognized this significance and created National Eyewear Day on June 6.

**How to Participate:** Celebrate National Eyewear Day with us by sharing a photo on social media of you in your favorite frame and letting us know how they make you feel! Some examples: *My frames make me feel... Beautiful. Sophisticated. Unique. Fun. Like a star!* – We want to see your silly selfies on Instagram and your big smiles on Facebook, so join Zyloware on June 6th for a day of frame pride and share the fun with friends and family!

### Other Ways to Get Involved:

- Visit your local eyecare professional and get a comprehensive eye exam.

**BONUS:** Try on new frames and post them to social with a special shout-out to your eye doctor!

- Share a video of you and your friends showing off your favorite eyewear/outfit combination.
- Record a video about your favorite pair of glasses and why they're your top pick!
- Love makeup? Do a tutorial on the perfect makeup to complement your eyes in glasses.
- Hold a poll online if you have multiple favorite pairs of frames for people to vote on their choice!
- Share a selfie and tell us how you plan to celebrate all things eyewear.

### For the Eyecare Professional:

#### YOUR FREE TOOLKIT TO PARTICIAPTE:

<https://www.wearezyloware.com/resources-national-eyewear-day>

- Host an in-store event or sale for National Eyewear Day! Send out an e-blast at least a week in advance and don't forget to post on social media to reach both new and existing customers!
- Set-up a selfie station for your customers to try on frames and post to social media. Create a dedicated corner of your store for customers to take pics in their favorite frames.
- Record testimonials from your customers to share (be sure to get their permission) on social media. Positive reviews are a fantastic way to attract new business!

**Too busy to create your own content?** Use any of the images from our social media kit to spread awareness and celebrate National Eyewear Day! [Download Here](#)

**BONUS:** Increase your online engagement by hosting a giveaway for a pair of glasses in honor of National Eyewear Day.

**Use these Hashtags: #NationalEyewearDay #Spectacular #EyewearSelfies #FramePride #ZylowareEyewear #WeAreZyloware**

Be sure to check out Zyloware's Facebook, and Instagram for special giveaways and promotions that we will be announcing on the day of, and do not forget to add the National Eyewear Day logo to your photos for some

added fun! For more information, retailers may contact Zyloware at 800-765-3700, via e-mail at [sales@zyloware.com](mailto:sales@zyloware.com), or online at [www.zyloware.com](http://www.zyloware.com).

***More on Optical Academy:***

The Optical Academy provides a Vision Team consisting of Optometrists, Opticians, and Vision Technicians that come to your school site, work site or community event to do complete eye exams for everyone. They are completely mobile with state-of-the-art hand-held digital equipment. Their vision team can accommodate any patient with or without special needs.

***More on Zyloware Eyewear:***

Zyloware Eyewear was founded in 1923 by Joseph Shyer as a manufacturing facility in Long Island City, NY. Proud to have styled generations of families, Zyloware provides classic, fashionable, and quality eyewear to men and women around the world. Currently in their 100th year of business, the Zyloware family continues its heritage of fine craftsmanship and impeccable style along with dedication to the community. Zyloware believes everyone should have access to quality eyewear and is proud to partner with several optical charities to help bring vision care to those in need. As a family business, we are devoted to excellence, commitment, passion, and innovation.

***The History of National Eyewear Day:*** National Eyewear Day was submitted by Zyloware Eyewear in 2015 and approved by the Registrar at National Day Calendar. The campaign was created to celebrate the importance of proper eye care. Each year on June 6th, Zyloware promotes new tips, tools, and philanthropic initiatives to bring awareness to the fore front.