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**THINOPTICS TEAMS UP WITH PREVENT BLINDNESS, THE PATIENT ADVOCATES FOR HEALTHY VISION, TO EDUCATE THE PUBLIC ON EYE HEALTH**

*Premiere Stemless Reading Glasses Brand Partners with National Non-profit Organization to Promote Healthy Vision*

**Palo Alto, CA (May 1, 2017)** – [ThinOPTICS](#), the consumer-oriented eyewear brand that pioneered stemless reading glasses, is thrilled to announce their ongoing partnership with the oldest volunteer eye health organization in the country, [Prevent Blindness](#).

Just in time for Healthy Vision Month, ThinOPTICS has pledged to assist Prevent Blindness in promoting their [20/20 @ 40](#) initiative, a public awareness program that encourages people in their 40's to get a baseline eye exam to help track any potentially problematic changes in the eyes as they age. The program specifically targets those 40 and above, as 40 is an age when indicators of reduced vision and/or poor eye health begin to become more prominent.

“As we age, the quality of our vision will likely decrease and for some, that can easily be corrected with eyeglasses or contacts. By getting a baseline eye exam, your eye care professional can track changes in the eye to make sure these changes are not due to a more serious problem, like glaucoma or age-related macular degeneration,” said Hugh R. Parry, President and CEO of Prevent Blindness. “We thank ThinOPTICS for their commitment to healthy vision in support of our 20/20 at 40 program and helping us in our sight-saving efforts.”

In addition to raising awareness about the potential risks stemming from lack of proper eye care, ThinOPTICS is focused on enabling people in their 40's to seamlessly deal with the complications in life created by presbyopia-- a decreased elasticity of the lens due to advancing age resulting in difficulty to focus on near objects. This vision-impairing condition most often targets adults over the age of 35. According to the [National Eye Institute](#), some signs and symptoms of presbyopia include having a hard time reading small print, problems seeing objects that are close, headaches and eyestrain.

ThinOPTICS has also partnered with decorated Paralympian and acclaimed contemporary artist, Gregory Burns, to develop a custom line of ThinOPTICS inspired by his most popular artworks. A portion of the proceeds from each pair of Gregory Burns Collection ThinOPTICS sold will be donated to Prevent Blindness to further aid them in their efforts to fight blindness and save sight. These unique designs can be purchased online at [www.thinoptics.com/preventblindness](http://www.thinoptics.com/preventblindness) for \$29.95.

“We know that there are a lot of fears associated with aging and loss of sight and we aim to give the public the necessary resources to alleviate those fears through this partnership with Prevent Blindness,” says ThinOPTICS Co-Founder and VP of Marketing Darren Lancaster. “ThinOPTICS lenses are an amazing tool to accommodate your changing vision, but when you begin regularly reaching for your reading glasses, it probably means it's time to prioritize your eye health and make regular visits to the eye doctor a part of your annual care routine.”

For more information on general eye health, please visit [www.preventblindness.org](http://www.preventblindness.org), or call (800) 331-2020. For information on ThinOPTICS and its line of products, visit [www.thinoptics.com](http://www.thinoptics.com).

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### About ThinOPTICS

**ThinOPTICS** entered the market in 2014 and was launched by a passionate team who believes that reading glasses users should be able to access their glasses at any given time. After 200 prototypes and countless trials, the **ThinOPTICS** team created the “stick anywhere, go everywhere” reading glasses that are as thin as two credit cards, weigh less than a nickel and easily attach to phones or can be slipped into a wallet, purse or pockets. The reading glasses can be purchased in three strengths: Low Range (+1.50D), Mid Range (+2.00D) and High Range (+2.50D). **ThinOPTICS** has shipped over 1.5 million glasses to over 170 countries to date and currently offers cases for Apple and Samsung phones, as well as in a Universal Pod and Keychain case. They can be purchased on the company’s website and Amazon, but are also available in Walmart Optical, Target, and Safeway stores, as well as over 1,000 Independent Specialty Retailers across the U.S. **ThinOPTICS** was named “Best in Class – Iconic Design” by *Inc.*, “Best of CES 2015” by *PCWorld* and has been featured on *CBS News Sunday Morning*, *Yahoo! Tech*, *FOX News*, *Real Simple*, *Refinery29* and more. For additional information on **ThinOPTICS**, please visit [www.thinoptics.com](http://www.thinoptics.com).

### About Prevent Blindness

Founded in 1908, **Prevent Blindness** is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, **Prevent Blindness** touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, **Prevent Blindness** is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at [www.preventblindness.org](http://www.preventblindness.org) or [www.facebook.com/preventblindness/](https://www.facebook.com/preventblindness/).

### About Gregory Burns

American born artist Gregory Burns began swimming in the White House pool after contracting polio as a child while his family was living in Jerusalem. Encouraged by the freedom and beauty it offered, he later began surfing and scuba diving, which provided an intimate view into the oceans of the world. Competing in the 1992 Barcelona, 1996 Atlanta and 2000 Sydney Paralympic Games and capturing five world records in swimming taught him the value of disciplined training. The passion he once reserved for sports is now directed into his art. Since 1980, Gregory has navigated the world sketching and painting. Through traveling and casting a wide net, he continues to pull in a diverse collection of colors and imagery with which he tries to synthesize and portray the beauty of nature and the power of the human spirit. Over the past sixteen years he has been the celebrated Artist-in-Residence at thirty prestigious venues across the globe. In 2016, the United States Sports Academy named Gregory the Sports Artist of the Year. Gregory holds an MFA in painting and has exhibited in fifteen countries throughout Asia, Europe and America for over thirty years. He has published three books in English and Mandarin and has been featured on CNN, BBC, CNBC, ESPN, CNA, CCTV and in *The AWSJ*, *Time Magazine* and *The China Daily*. He lives in Singapore and California. For more information on Gregory and his art, please visit [www.gregoryburns.com](http://www.gregoryburns.com).