



## **EyeMed Vision Care® and The Vision Council Foundation Join Forces to Increase Eye Health Awareness and Advocacy**

**(Cincinnati, Ohio & Alexandria, VA)** [EyeMed Vision Care®](#) and [The Vision Council Foundation](#) have established a partnership focused on their shared mission to drive the optical industry forward by raising public awareness and advocacy on the importance of overall eye health.

This multi-phased collaboration brings together both organizations to develop and launch a unique series of tools, resources and consumer outreach initiatives that further drive education around the optical industry, advocate for the importance of eye care, and support the essential role vision benefits play in empowering individuals to manage their vision.

Over the course of the coming months, the two organizations will jointly release a series of curated vision health and wellness articles, interactive vision guides and social media eyecare awareness campaigns. Additionally, the latest edition in EyeMed's Vision Curriculum Kit series, "Common Vision Conditions," will be co-branded in partnership with The Vision Council Foundation and aim to engage grade-school students to understand how clear vision enhances their quality of life and well-being. The kits are a valuable free resource for both educators and eyecare professionals to distribute to students and patients.

EyeMed will also serve as a 2025 Supporting Sponsor of The Vision Council Foundation to fund additional eye health awareness programs.

"Both EyeMed and The Vision Council Foundation share a common mission to empower individuals to have the knowledge, access and opportunity to make informed decisions when taking care of their eyes," said Matt MacDonald, President of EyeMed Vision Care. "By leveraging both organization's strengths in the optical industry and focusing on consumer outreach, I'm confident we can meaningfully improve awareness and access to care through education and resources to individuals across all stages of their life".

Consumers, educators and eyecare professionals can access the joint resources below:

- Health and wellness resources developed by EyeMed and The Vision Council Foundation will be available at [www.eyesiteonwellness.com](http://www.eyesiteonwellness.com).
- The "Common Vision Conditions" Curriculum Kit is available now for pre-order at [eyemedvisionkits.com](http://eyemedvisionkits.com). Orders will begin shipping on December 12. Educators are encouraged to order free small batch quantities for their classrooms, and eyecare

professionals are encouraged to obtain copies for their practice waiting rooms. The Vision Council Foundation will also have the Curriculum Kits available for download at [thevisioncouncilfoundation.org/eyemed](http://thevisioncouncilfoundation.org/eyemed).

- Educational social media content can be found by following @TheVisionCouncil and @EyeMedVisionCare on Instagram, Facebook, and LinkedIn.
- The Vision Council Foundation will release details in early 2025 on a joint webinar to help eyecare professionals educate young patients on vision health.

“Our collaboration with EyeMed Vision Care represents a pivotal step forward in our mission to help people everywhere see and look their best,” said Ashley Mills, CEO of The Vision Council and The Vision Council Foundation. “Through this partnership, we are expanding our reach and equipping educators, eyecare professionals, and individuals with essential tools to better understand the importance of vision care as healthcare and its impact on daily life. Together, we can make a lasting difference in advancing vision health education and access for everyone.”

### **About EyeMed Vision Care**

EyeMed Vision Care is America’s fastest-growing managed vision benefits company. Its member population is comprised of individuals and families enrolled through employer-sponsored benefits sold directly by EyeMed or distributed by many of the top healthcare organizations in the US. EyeMed boasts America’s largest network of eyecare providers as part of its commitment to expand access to care and meet the needs of its diverse member population. As part of EssilorLuxottica, EyeMed’s mission is to help people around the world see more and be more. EyeMed is based in Cincinnati, Ohio. Learn more at [eyemed.com](http://eyemed.com) or [LinkedIn](#).

### **About The Vision Council Foundation**

As the philanthropic foundation of The Vision Council, The Vision Council Foundation empowers people everywhere to see and look their best through public eye health education and optical industry career training support. A 501c3 charitable nonprofit organization, the Foundation is dedicated to ensuring better vision for better lives.