



**PRODUCT LAUNCH FOR
FALL FASHION
EYEGLASSES**



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Walton Percy Fact Sheet

1. Walton Percy officially opened their doors for business on October 10, 2015, in Chicago, IL.
2. The company was started by Emma Reese, a local philanthropist who works with several charities in the city.
3. The company employs 173 people at the processing plant in Chicago and 100 people nation-wide in our stores located in Chicago, St. Louis, Kansas City, Indianapolis, and Nashville.
4. Emma Reese spent years working alongside children and families who lived in low-income housing. Upon her realization that eyeglasses are often too expensive for the average person, she sought out a way to change that. From this idea, Walton Percy was created. Walton Percy provides a pair of free glasses to a person in need from every pair bought.
5. Three hundred fifty (350) pairs of glasses are made and packaged each day, then shipped to our stores and to families in need across the country.
6. Walton Percy glasses are packaged in cases that are made from all recycled materials.
7. For the month of November 2018, Walton Percy is partnering with “New Eyes for the Needy.” For each pair of eyeglasses bought, **two** free eyeglasses will be given to families in need.
8. Emma Reese believes that eyesight shouldn’t be something someone has to sacrifice in order to make it in this world.





FOR IMMEDIATE RELEASE

Lexi Kluth, PR Director, KluthLexi@gmail.com

Radio Public Service Announcement: 30 (sec) PSA

Live Copy:

WALTON PERCEY IS EXCITED TO ANNOUNCE THE LAUNCH OF OUR NEW FALL FASHION EYEGLASS LINE. JOIN US NOVEMBER FIRST FROM TWELVE TO THREE PM AT LOFT ON LAKE IN CHICAGO ILLINOIS FOR OUR LAUNCH PARTY. TICKETS WILL GO ON SALE OCTOBER TENTH. FOR THE MONTH OF NOVEMBER AS OUR FALL COLLECTION IS RELEASED OUR PARTNER, NEW EYES FOR THE NEEDY, WILL BE DONATING TWO PAIRS OF GLASSES TO THOSE IN NEED FOR EVERY PAIR BOUGHT. TO LEARN MORE VISIT WWW.WALTONPERCEY.ORG.





Walton Percey
1 October 2017
For immediate release

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Fall Fashion Eyeglasses Celebration benefits New Eyes for the Needy
Eyeglasses, food, and fun for a great cause

CHICAGO- Walton Percey presents the launch of our Fall Fashion Eyeglass line that will benefit New Eyes for the Needy.

The launch of our Fall Fashion Eyeglass Event will take place from 12-3 p.m. November 22 at Loft on Lake in Chicago, Illinois. During this time we will have our new eyeglasses line displayed for purchase. For each purchase, Walton Percey will be donating two pairs of free glasses to people in need. Local restaurants will be providing food for guests. DJ Apple will provide entertainment.

Vendors

Southern Cut Barbeque
The Capital Grille
Portillo's Hot Dogs
The Dearborn
Big Jones
Honey Butter Fried Chicken
Alliance Bakery
Cone Gourmet Ice Cream

Ticket Information

Advance tickets are \$25 dollars for general admission, \$100 dollars for VIP, available on the Walton Percey website and at all Walton Percey locations. VIP tickets will include early entrance at 11 a.m., a parking pass for two people, exclusive seating, and a custom pair of our fall fashion eyeglasses.

General Admission tickets will be \$50 dollars at the door.
For more information, contact Lexi Kluth at 418-239-2398.



About Walton Percey

Walton Percey is a company dedicated to providing affordable, fashionable eyeglasses to everyday Americans. Our purpose is to create a world where individuals don't have to worry about having access to eye care.

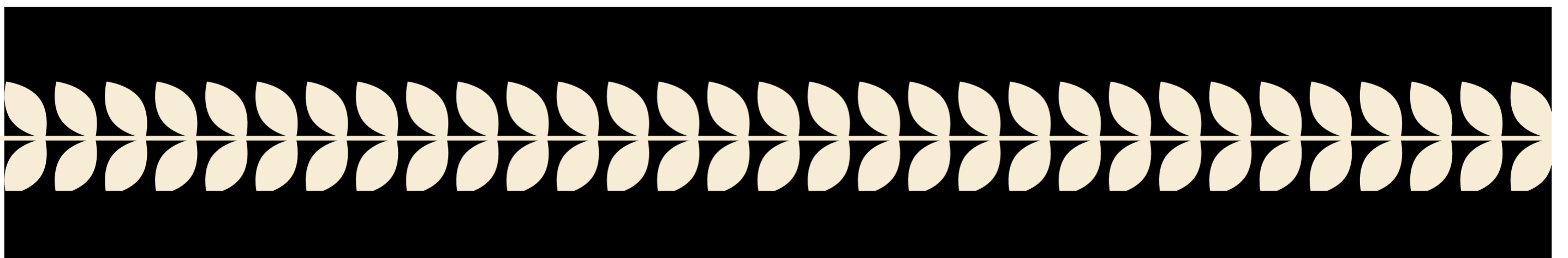
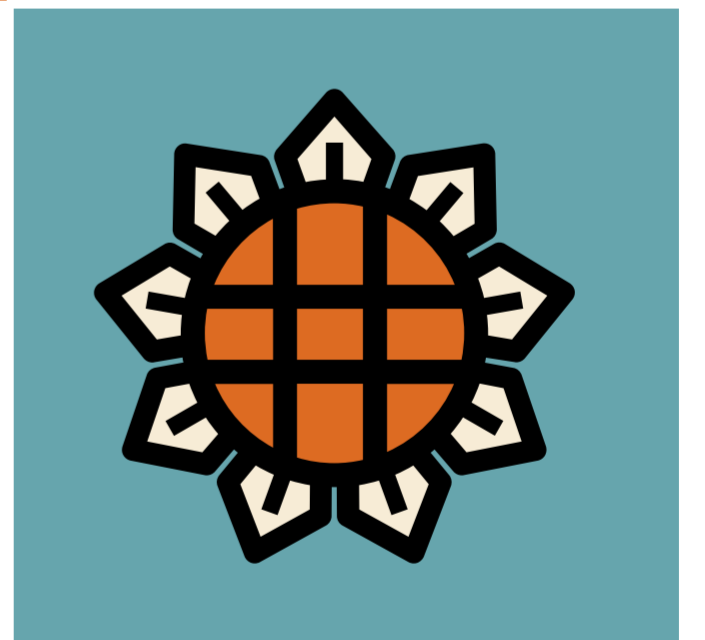
About New Eyes for the Needy

New Eyes for the Needy: is a non-for-profit organization founded to improve vision of those in need. New Eyes for the Needy utilizes recycling programs that take old eyeglasses and turns them into usable lenses for those with poor vision. Each year, New Eyes for the Needy provides almost 10,000 pairs of glasses to individuals in need.

WALTON PERCY

Fall

IN LOVE



NEW FALL LINE LAUNCHING NOVEMBER 10



Testimonials



Douglas, 32, Communications Professor

"I saw these frames on the website and purchased them the same day. Great fit, great lenses, and I get a lot of compliments on them. As a college professor, I am around students who wear cool glasses all the time, it's nice to finally feel like I fit in with my students."



Lexie, 21, Missouri State College Student

"These glasses are as good as you would get at any optometrist's office, except Walton Percey takes it a step further by also donating a pair to those who need it. The price is half of what I would normally pay when I go see my eye doctor, which is important as a college student. I love that I get to wear cute eyeglasses and also support a good cause at the same time."



Michaela, 36 First Grade Math Teacher

"I really like the matte brown frames. They are a very dark chocolate color and look almost black from a distance, which is nice. These glasses aren't too much of a distraction to my students and make me feel fashionable at my job. Anytime one of my student's parents ask where I got them I always love getting to share Walton Percey's mission!"



This past year, we've seen the impact a company can make just by giving back to those in need. With our partnership with New Eyes for the Needy we are able to provide glasses to people in need.

For the month of November as our Fall Collection launches, with each pair of glasses bought, two pairs of glasses will be donated to individuals who don't have access to eye care.

THE FACTS



6 out of 10 people in the world are vision impaired but have little to no access to eye care or glasses.



The number one cause of vision impairment is refraction error which eyeglasses correct



More than 700 billion dollars are lost a year from low work productivity due to eyesight problems.



6 out of 10 people in the world are vision impaired but have little to no access to eye care or glasses

2.3

Million

women purchase eyeglasses each year

AGES

25-34

purchase the most amount of eyeglasses

1.2

Million

men purchase eyeglasses each year