Give the Gift of Sight

Limited Edition Glasses Featuring the Artwork of Renowned Samoan Artist Fatu Feu'u to Raise Funds to Help End Avoidable Blindness in the Pacific

As part of their efforts to help end avoidable blindness in the Pacific, Specsavers and The Fred Hollows Foundation NZ have again joined forces to launch two limited edition frames, this time featuring the artwork of renowned Samoan-New Zealand artist, Fatu Feu'u.

Part of The Foundation's annual Gift of Sight fundraising activity, $25 from the sale of each limited edition frame will be donated to The Foundation to help restore sight to needlessly blind people in the Pacific. Aiming to raise $80,000 through the initiative, the limited edition range will be released exclusively online through Specsavers' website from 5 November and in-store nationwide from 12 November.

Available in optical or prescription sunglasses styles, the artwork featured on the limited edition glasses is designed by internationally recognised Samoan-New Zealand artist Fatu Feu'u. Fatu has been pivotal in shaping contemporary Pacific art globally and nurturing a generation of Pacific artists locally, leading to his reputation as the "Father of contemporary Pacific art". Entitled 'Palauli', the artwork, part of the artists Rainforest Series, is about the conservation of the rainforest in Savai'i for future generations.

"It's been really interesting to see my artwork translated onto glasses, and I am so pleased that $25 from each frame will be donated to The Foundation's Pacific outreach, especially in my home country of Samoa," says Fatu.

The Fred Hollows Foundations NZ's Engagement Director, Margi Mellsop, welcomes this latest project. *"It's essential that Pacific island communities have access to good quality eye services,'* says Margi.

"It costs just $25 for a short 20-minute operation to restore someone's sight and millions of people around the world are blind simply because they don't have access to eye care services, including in the Pacific where four out of five people who are blind don't need to be. The funds raised through the sale of these Limited Edition frames will go towards eye health projects in Samoa to help towards our vision of ending avoidable blindness in the Pacific." Margi adds.

Specsavers NZ Country Director, Brendan Thompson, says Specsavers has been a proud partner of The Fred Hollows Foundation NZ since 2012 and to date has raised almost $500,000 for The Foundation, with more than $55,000 being donated from the sale of previous limited edition ranges.

Specsavers   The **Fred Hollows** Foundation NZ

"We're all so excited to not only see these beautiful frames being sold in all Specsavers stores, but also to know that with each pair sold, we can help someone in the Pacific see again. The glasses come just in time for Christmas, making them the number one choice for your Christmas wish list or a perfect gift for a loved one," adds Brendan.

Priced from $169 for 2 pairs single vision, the limited edition frames are available exclusively at Specsavers. For more information or to purchase the frames online visit: **www.specsavers.co.nz**.

The Fred Hollows Foundation NZ annual Gift of Sight campaign features other elements for sale including a limited edition tote bag featuring another artwork by Fatu from his Rainforest Series. To support The Foundation visit **www.hollows.org.nz**.

Limited edition frames

FH 06

30831223
2 pairs single vision $169

FH SUN RX 02

30831230
2 pairs single vision $169

For questions or product samples, please contact:

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*Prices correct at the time of distribution. Frames available while stocks last.
*All glasses are priced complete with single vision lenses

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