



**The Fred Hollows
Foundation**

Purchase your next pair of glasses for a good cause and help The Fred Hollows Foundation and Specsavers restore sight to 5,000 people.

**LIMITED EDITION, INDIGENOUS AUSTRALIAN ARTIST
DESIGNED FRAME OUT NOW**

As part of their efforts to close the gap on vision loss between Indigenous and non-Indigenous Australians, Specsavers and The Fred Hollows Foundation have again joined forces to launch two limited edition frames featuring the artwork of renowned Aboriginal artist and Gumatj leader, Peter Datjing Burarrwanga.

Twenty-five dollars from the sale of each limited edition frame will be donated to The Fred Hollows Foundation, so it can continue its sight-saving work in Australia. Aiming to raise \$125,000 for The Fred Hollows Foundation through the initiative, the limited edition range will be released exclusively online through Specsavers' website from 26 August and in-store nationwide from 29 August.

Available in optical or prescription sunglasses style, the artwork featured on the limited edition frames was one of the first stories painted by Datjing after receiving sight restoring cataract surgery thanks to The Fred Hollows Foundation. Entitled 'Ganiny and Fog', the artwork depicts Datjing's homeland Birany Birany, which is located in East Arnhem Land, Northern Territory, 610km east of Darwin.

The Fred Hollows Foundation's founding director, Gabi Hollows, welcomes this latest project.

"It's essential that Aboriginal and Torres Strait Islander peoples have access to good quality eye services," says

Gabi. "Four out of five people who are blind don't need to be. However, as more than a third of Aboriginal and Torres Strait Island adults have never had an eye health check, many conditions go undiagnosed and Australia's First People are more likely than other Australians to have poor eye health.

"That's why funding is vital. Specsavers initiatives like this help us provide eye health care to underserved and remote communities in Australia," Gabi adds.

Director of Optometry at Specsavers, Dr. Ben Ashby says, "Being able to see the direct impact of our funding in helping people like Datjing to regain their sight is incredibly rewarding. Datjing's work and livelihood were threatened when he started to lose his sight. Regaining his sight thanks to The Fred Hollows Foundation has given Datjing the confidence to continue his beautiful work, support his family and community and keep his culture alive for future generations. This would not be possible without projects like this."

To date, Specsavers has raised more than \$2.8 million for The Fred Hollows Foundation, with more than \$160,000 being donated from the sale of two other limited edition ranges. Priced from \$199 for 2 pairs, The Fred Hollows limited edition frame is available exclusively at Specsavers. For more information or to purchase your frame online visit: www.specsavers.com.au

Limited edition frames

Introducing two limited edition frames created in partnership with Specsavers, renowned Aboriginal artist and Gumatj leader, Peter Datjing Burarrwanga and The Fred Hollows Foundation. Datjing has granted permission for his artwork to be transferred on to two different glasses styles for this project.



Fred Hollows 05

30776340

2 pairs single vision \$199

These wayfarer-inspired glasses in shiny black acetate have an exclusive Aboriginal design on the inside by renowned indigenous artist, Peter Datjing.



Fred Hollows Sun Rx 01

30776357

2 pairs single vision \$199

A smart square shape with a retro keyhole bridge, made from acetate in a carefully balanced mix of tortoiseshell lined with an exclusive Aboriginal Design, by renowned indigenous artist, Peter Datjing.

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

