

Media Release

# Where's Wally?

## Test your eyes and find him at Specsavers

Where's Wally? After years of searching, the beloved globe trotter has been spotted at Specsavers in a new eyewear collection for kids. Priced from just \$199 for 2 pairs, young spec wearers can now find Where's Wally frames in all Specsavers stores nationwide.

Made up of metal, acetate and a mixture of both, the range features four fun and colourful optical styles that chronicle Wally and his friends on the temples of the frames.

Specsavers' newest eyewear range for kids is a timely reminder to parents that all children should have an eye test at least once every two years. Research has found that as many as 1 in 4 children have an undiagnosed eye condition, yet 1 in 3 have never had an eye health check. This is despite eye checks being bulk billed to Medicare and Specsavers optometrists warning that after eight can be too late to prevent some long-term eye conditions, such as a squint or a lazy eye.

Specsavers optometrist, Greeshma Patel says, *"The majority of a child's development takes place through visual learning, which is why it's so important to be proactive about your child's eye health."*

*"Children's eyes develop at a rapid pace, so it's important to have your child's eyes tested – particularly before they reach eight years."*

*"This is because, many issues detected before this time may be treated before more serious problems develop," Greeshma concludes.*

Where's Wally joins other popular kids' eyewear ranges at Specsavers, including Toy Story, Minions, Disney, Marvel and Star Wars. Priced from \$199 for 2 pairs, head into Specsavers to see if you can find Wally for yourself. View the Where's Wally kids range at [www.specsavers.com.au](http://www.specsavers.com.au).



Where's Wally Frame Case

## 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

