



FOR IMMEDIATE RELEASE

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National Vision, Inc. Challenges Optometry Students to Identify Their “Why” Through 2017-2018 Grant Program

Third and Fourth-Year Optometry Students Must Submit Applications by January 31, 2018

Duluth, Ga., September 26, 2017 – National Vision, Inc., one of the nation’s largest optical retailers, is now accepting entries for its 2017-2018 grant program. Inspired by [Simon Sinek’s Ted Talk](#) on “Start With Why,” National Vision is asking students to reflect on why they decided to attend optometry school and explain what they believe their personal mission as a future Doctor of Optometry will be for the chance to win a \$5,000 grand prize.

To enter, applicants must be a third- or fourth-year optometry student in the United States and write a 500-word essay or create a short video that addresses questions such as:

- Has anyone, or any particular event, inspired you to choose your career path?
- What do you like about the optometry profession and the optical industry?
- How do you envision your “Why” will impact your relationships with patients, team members and other industry professionals?

A flyer with additional information and entry requirement details is available on the Optometry Students section of NationalVision.com.

2017-2018 NATIONAL VISION GRANT PROGRAM

Why do you want to be an Optometrist?
We want to know what ignites your passion for optometry.

National Vision is asking third and fourth year optometry students to share what has inspired them to become an optometrist and what they believe their personal mission will be as a future Doctor of Optometry for the chance to win a \$5,000 grant!

WHAT IS YOUR WHY?

THE ASK:
We are seeking “Why” and mission statements from third and fourth year Doctor of Optometry students. To participate, check to see if you qualify for the grant by clicking on the link below to explore the full requirements.

- You must be in the third or fourth year of your optometry program.
- You must be a resident in a state with an optometric practice.
- You must be a member of the American College of Optometry (ACO).

HOW TO APPLY:
Submit your application by January 31, 2018. Submit your proposal to: grants@nationalvision.com

THREE GRANTS WILL BE AWARDED:
Prize money: \$5,000 each
Prize money: \$5,000 each

Deadline: January 31, 2018
Winner announced: October 15, 2017

ABOUT NATIONAL VISION, INC.
National Vision, Inc. is one of the largest optical retail companies in the U.S. and is proud to have over 2,000 stores across the United States. We are currently seeking qualified optometry students to participate in our 2017-2018 grant program. For more information, please visit www.nationalvision.com or contact us at grants@nationalvision.com.

“Simon Sinek’s ‘Start With Why’ has influenced many conversations at National Vision because it’s a powerful reminder for all of us to stay focused on why we do what we do each day in our professional and personal lives,” said Mauricio Wissinger, Vice President of Professional Services for National Vision. “We are glad to support future optometrists with this grant and hope to inspire them to connect their career paths with their dreams and values at the same time.”

All submissions and questions regarding the program should be sent to Carly.Schenck@nationalvision.com by January 31, 2018. The winners, including two runner-up recipients, will be announced before March 1, 2018.

About National Vision, Inc.

National Vision, Inc. is one of the largest optical retail companies in the United States with 980 stores (as of July 2017) in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail divisions: America’s Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, Vista Optical inside Fred Meyer and on select military bases offering a variety of products and services for patients’ and customers’ eye care needs. For more information, please visit www.nationalvision.com.

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Note: For images, or a high res National Vision, Inc. logo, please contact Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com.