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FOR IMMEDIATE RELEASE:

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ICU EYEWEAR DONATES THOUSANDS OF PAIRS OF GLASSES - RESTORING SIGHT TO THOSE IN NEED

Berkeley, Ca., (April 15, 2015) – The designer reading eyeglasses company ICU Eyewear has provided an incredibly generous donation of 2,065 pairs of glasses to support Seva Foundation's sight-saving programs. These glasses will be provided to adults in need around the globe, as well as through Seva's American Indian Sight Initiative here in the United States.

285 Million people suffer from visual impairment. The World Health Organization estimates that 80% of this can be prevented or cured. Seva's mission is to build sustainable eye care programs, with a particular focus on increasing the accessibility of eye care services in communities with low access to eye care services. Each day, Seva's partners identify hundreds of people who require eyeglasses and readers but are unable to afford them.

This important donation by ICU Eyewear is allowing Seva and our partners to serve more people in need, especially patients whose deteriorating vision threaten their ability to work and provide for their families.

Shwetha Sridharan, Seva's Strategic Partnerships Program Coordinator, explains "ICU eyewear's generous donation of eyewear product is a great example of a company willing to go the extra mile to engage in support for global causes. As an eyewear company, they know firsthand how valuable a pair of reading glasses can be. With this donation to Seva, patients are given an opportunity to see clearly again."

About ICU Eyewear

ICU Eyewear, founded by Patricia Kesten in 1997, has become a globally recognized leader in reading eyewear and sunglasses. ICU Eyewear designs have revolutionized the reading glass industry with fun styles, bright colors and unique patterns at affordable prices for the everyday customer. A pioneer in the eyewear industry, ICU Eyewear was the first to develop and implement a manufacturing process for eco-friendly reading glasses made from reclaimed plastic, recycled metal and sustainable bamboo. ICU Eyewear is committed to giving back. Every year, ICU Eyewear donates thousands of reading glasses to those in need, all over the world. www.icueyewear.com

About Seva Foundation

Since 1978, Seva Foundation has been a leading innovator in the delivery of vital eye care services to the world's most vulnerable including women, children, and indigenous peoples. Seva is headquartered in Berkeley, California, with regional offices in Nepal, Tibet and Cambodia. Seva's Sight Program works to restore eyesight and prevent blindness in over 20 countries around the globe. www.seva.org

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