

## **New Eyes Hosts Annual Rock 'n' Roll Fundraiser to Benefit Eyeglasses for All**

**Short Hills, N.J. (March 7, 2019)** - New Eyes for the Needy, a not-for-profit, is hosting its 6<sup>th</sup> annual Rockin' for New Eyes fundraiser, a benefit concert performed by musicians who work in the optical industry, on Saturday, March 23 in New York City. The event supports New Eyes' prescription eyeglass program in the U.S., serving children, families and adults in financial need.

For more than 85 years, New Eyes for the Needy's mission has been to bring clear vision – prescription eyeglasses - to those in the United States and throughout the world.

"We're incredibly grateful to the talented musicians – optometrists, ophthalmologists and others in the eyecare industry - who have donated their time and talent in making Rockin' for New Eyes a continued success," said Jean Gajano, Executive Director, New Eyes for the Needy. "Last year's sold out concert raised \$217,000, and our goal is to surpass that amount in 2019."

This year's concert theme is 1960's Flower Power; a celebration of love, peace and revolutionary music. Attendees are encouraged to dress in 60's style.

Rockin' for New Eyes will be held at the Hard Rock Café in Times Square on Saturday, March 23 from 8:30 p.m. - 12:30 a.m.

Companies interested in sponsoring Rockin' for New Eyes may call (973) 376-4908.

Individual tickets cost \$50, and VIP tickets \$250 (includes open bar, hors d'oeuvres, and access to private seating area). To purchase tickets to the fundraiser or become a sponsor, visit <https://new-eyes.org/rfne>

National Vision is the Premier Sponsor of Rockin' for New Eyes. Additional sponsors: Transitions, Essilor, Jobson Optical Group, Marcolin, Versant Healthcare, The Vision Council/Reed Exhibitions, Aerial Vision International, Avesis, Charmant USA, ClearVison Optical, Costco Optical, Eyewear by R.O.I., Eyewear Designs LTD, Kenmark Eyewear, Marco, MCQ, Modo, NouveauEyewear, Ocuco, Optos, The McGee Group, UnitedHealthcare, Walman, Zyloware Eyewear, Europa Eyewear, Oculus, OMG!

### **ABOUT NEW EYES FOR THE NEEDY**

New Eyes for the Needy, founded in 1932, is a 501(c)(3) not-for-profit organization based in Short Hills, NJ, dedicated to improving the vision of financially struggling children, adults and families in the United States and abroad. With more than 14 million Americans lacking access to prescription eyeglasses, New Eyes is dedicated to using technology, business partnerships and a thriving volunteer base to bring one of the most basic human needs – clear vision – to those in need.

#### **Press Contact:**

Catherine Carlson Kadar

New Eyes for the Needy

[CKadar@new-eyes.org](mailto:CKadar@new-eyes.org)

(917) 494-0130