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## The Vision Council Foundation Launches 2025 Campaign Encouraging "Better Vision for Better Lives"

**Alexandria, Va., Nov. 26, 2024**— The Vision Council Foundation is proud to announce the launch of its 2025 campaign, ***Better Vision for Better Lives***, an ambitious initiative designed to increase access to vision care products and services as a critical component of overall health and well-being. Through this campaign, the Foundation aims to bring vision care resources to underserved communities, empower future industry professionals, and amplify its mission to make clear vision achievable for all.

“At The Vision Council Foundation, we believe that vision care is an integral part of health care, and everyone deserves the knowledge and resources to protect and improve their eye health,” said **Ashley Mills, CEO of The Vision Council and The Vision Council Foundation**. “In 2025, through *Better Vision for Better Lives*, we’re taking a focused, innovative approach to creating a clearer, brighter future for individuals and communities.”

The Vision Council Foundation's 2025 campaign is centered on three key goals: improving access to vision care products and services, training and supporting future industry leaders, and fostering collaboration. The Foundation aims to elevate public understanding of the vital role vision care plays in overall health, academic success, and career opportunities through impactful education campaigns and community events, supported by data from The Vision Council's [inSights Research Program](#). It is committed to supporting workforce development by providing scholarships and training for the next generation of opticians. Additionally, by partnering with like-minded organizations, the Foundation seeks to amplify its collective impact, ensuring that more individuals and communities can benefit from accessible, quality eye care products and services.

### 2025 Focus Areas

Throughout 2025, the Foundation will spotlight critical aspects of vision care through themed initiatives:

- **Reading Clearly** – Highlighting the role of clear vision in fostering literacy and learning for children and adults of all ages.
- **Fashionably Fit** – Encouraging the use of protective and stylish eyewear to support healthy eyes, especially for UV protection through the annual National Sunglasses Day celebration on June 27.
- **Success in School** – Promoting the importance of annual eye exams to maintain lifelong eye health for children and families and raising awareness about careers in the optical industry.
- **The Gift of Sight** – Celebrating the holiday season by providing vision care products and services to underserved communities.

## **Be Part of the Vision**

The Vision Council Foundation invites individuals and organizations to help bring the campaign to life. Donations will directly fund educational programs, scholarships, and outreach initiatives, making a lasting difference in communities across the country.

Supporters can make contributions online [here](#) and learn more at [thevisioncouncilfoundation.org](http://thevisioncouncilfoundation.org) or join the conversation on social media using the hashtag **#BetterVisionBetterLives**.

To learn more about campaign and event sponsorship opportunities, contact Abigail Crosby, Partnerships and Business Development Manager, at [acrosby@thevisioncouncil.org](mailto:acrosby@thevisioncouncil.org).

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### **About The Vision Council Foundation**

*As the philanthropic foundation of The Vision Council, The Vision Council Foundation empowers people everywhere to see and look their best through public eye health education and optical industry career training support. A 501c3 charitable nonprofit organization, the Foundation is dedicated to ensuring better vision for better lives.*