

SAFILO SUPPORTS HELP FOR LIFE

Padua, May 14, 2013 – Safilo Group, worldwide leader in the premium eyewear sector, announces its commitment to supporting Help For Life, the Italian non-profit organization dedicated to solidarity projects in Africa.

In their quest to help improve the healthcare on the African continent, Safilo will be donating 4,000 optical frames during the year. Safilo is supporting the Ethiopia Project which began in 2010 with a collaboration between Help for Life and the diocese of Emdibir which is in the southwestern part of the country.

The aim of the Ethiopia Project is to support the poorest people in the Gurage and Waliso regions by improving their quality of life, ensuring that children are educated and that families are able to live in a healthy environment and access medical care. The Ethiopia Project fights poverty by creating motivation, hope and self-empowerment.

Help for Life

Help for Life is a free, independent and non-profit foundation and was started in 2006 by the “Padova Ospitale Onlus” association. With its already fifteen years of experience in solidarity projects, the association now uses this experience and commitment to support emerging countries. Help for Life is involved in projects which provide care, help and support on the African Continent. Help for Life firmly believes that healthcare and dignity are undeniable rights for any person in any part of the world. For this reason, it works every day to improve the living conditions of this population with the aim of achieving an equilibrium between these essential rights.

Help for Life helps the most disadvantaged communities through an integrated approach of parallel social and health pathways. It promotes an education of growth in terms of physical health, as well as literacy, professional education and access to health through work. For further information www.helpforlife.it

Il Gruppo Safilo

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information www.safilo.com

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