



# VFW Secures New Eye Care Benefit for Members

## VFW members can now save even more on quality prescription eyewear

May 13, 2019

**KANSAS CITY, Mo.** – The Veterans of Foreign Wars of the U.S. is proud to announce it is again expanding its member benefit offerings by teaming up with [Eyemart Express](#) to offer members and their families a 20 percent discount on prescription eyewear including glasses and sunglasses.

For nearly 30 years, Eyemart Express has been offering unique styles and quality frames with its focus on providing affordable, quality prescription eyewear without compromise. As one of the nation's leading optical retailers, it provides shoppers with the fastest production of glasses in the industry with more than 199 stores nationwide, each equipped with in-store labs for the convenience of same-day glasses.

The VFW and Eyemart Express have made it easy for veterans to enhance their vision and their look. VFW members and their families can visit any Eyemart Express location, and simply show a valid VFW membership card to take advantage of the special discount. Members who have made an in-store purchase can shop for eyewear online at [EyemartExpress.com](#) and receive a 30 percent discount.

Taking their support of America's heroes beyond prescription eyewear, Eyemart Express is also making a \$10,000 donation to the VFW Unmet Needs program to help aid military and veteran families in financial need.

“Many veterans have experienced hardships away from their families while serving overseas,” said Michael Bender, chief executive officer at Eyemart Express. “The Eyemart Express donation to the VFW Unmet Needs program will help alleviate some of the stresses at home and allow veterans to focus on spending time with loved ones.”

“The VFW is proud to work with companies like Eyemart Express, who are not only willing

### NATIONAL HEADQUARTERS

406 W. 34th Street  
Kansas City, MO 64111  
Office 816.756.3390  
Fax 816.968.1157

### WASHINGTON OFFICE

200 Maryland Ave., N.E.  
Washington, D.C. 20002  
Office 202.543.2239  
Fax 202.543.6719

info@vfw.org  
www.vfw.org

to provide excellent services to veterans at a discount, but to go the extra mile and provide them with the assistance and support they need to get through the tough times that serving our nation can cause,” said VFW National Commander B.J. Lawrence.

-vfw-

**About Eyemart Express:** Eyemart Express, a leading optical retailer and the fastest provider of quality prescription eyewear in the industry, has been serving consumers for more than 29 years. With 199 stores in 36 states, Eyemart Express ranks among the Top 10 largest optical retailers in the country with its family of brands: Vision4Less, Visionmart Express, and Eyewear Express. The company operates under its motto of Right Glasses. Right Price. Right Now: a unique mix of value, style and timely service. Each store carries more than 2,000 frames from brands such as Fendi, Calvin Klein, Ray-Ban, and Columbia. Onsite labs allow 90 percent of glasses to be delivered on the same day. To learn more about Eyemart Express, visit [EyemartExpress.com](http://EyemartExpress.com).