

Oakley contributes R67,000 to charity at ABSA Cape Epic

As part of its official eyewear sponsorship, Oakley developed a Limited Edition Racing Jacket in celebration of the Absa Cape Epic 10-year anniversary. Available exclusively to riders and visitors at the race, each jacket purchase contributed R200 to OneSight, a global Luxottica charity that hosts eye clinics to underprivileged communities across the world.



The eyewear, sold through the ABSA Cape Epic website and the Oakley Overlander, represented the race colours, with a white frame, yellow 'jaw', black bolts and ear socks with 10 year Cape Epic emblem etched onto the lens. The standard product lens inclusion included the VR28 Black Iridium lens, especially developed for mountain biking, which is able to balance strong contrast with a medium transmission of light.

"Riders showed a genuine admiration for the fact that it was a limited edition piece that also contributed to charity, at times we could hardly keep up with the demand," said Oakley product specialist, Milli Duncker. The sales raised R67,000.

OneSight provides free eye care

According to OneSight, current estimates indicate that more than 733 million people worldwide suffer from vision loss. For 563 million, a pair of glasses would restore their vision. In some countries, a pair of glasses costs more than a month's salary, making eye care unaffordable for most people. Poor vision negatively affects a child's ability to learn in school and robs an adult of independence, mobility and quality of life.

For more, go to www.onesight.org/africa.