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For Immediate Release

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OPTICAL WOMEN'S ASSOCIATION UNVEILS REFRESHED BRANDING AND REDESIGNED WEBSITE

Dallas, TX – April 22, 2014 —At the Optical Women's Association's (OWA) annual Pleiades Award and Networking event, held in New York on Friday, March 28th—the OWA unveiled their refreshed brand identity including a completely redesigned website, new logo, and color palette. The refreshed website is available at www.opticalwomen.com.

"After 15 years as an organization, it was time to take a look at our brand to see if it still reflected the organization," said Christie Walker, OWA president. "We polled both members and non-members regarding everything from the look and feel of the website, to their impressions of the organization as a whole. From this feedback we came up with a new look and design that better represents the spirit and personality of the OWA today."

The OWA recognized the need to refresh the visual representation of the OWA in early 2013, putting a plan in place that included adding a digital marketing committee to delve into everything from Facebook and Twitter, to the look and feel of the website, to a new logo.

The new logo includes a three-word tagline: Connect. Inspire. Lead. These three words capture the essence of what the OWA strives to bring to its membership: Connecting them with each other and the industry through networking events and interactive professional development webinars and seminars; inspiring them through mentorship programs including the One-Minute Mentor, Online Queries, and a subscription to *Fast Company*; and providing leadership opportunities via OWA committees and Board.

The refreshed brand combines the feminine, professional, and modern qualities of the OWA with its new color palette, logo, black and white visuals, website, and new collateral materials.

"Our mission is still the same—enhancing and promoting the leadership role of women in the optical industry through networking, education and support—but now we will go forward with a vibrant new look and renewed energy," said Walker.

Those interested in joining the Optical Women's Association are encouraged to visit www.opticalwomen.com today to learn more. Women from all facets of the optical industry are welcome and encouraged to join.

About the Optical Women's Association:

The Optical Women's Association is a non-profit organization founded in September of 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs include the Professional Optical Women's Workshop, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades award which recognizes and honors individuals who have made a significant difference for women in the optical industry.