

# proof



## EYEWEAR

## PRESS RELEASE

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### **Proof Eyewear Announces Do Good Project in El Salvador: Limited Edition Sunglasses Release Tomorrow**

**Boise, Idaho** – Proof Eyewear is eager to announce a Do Good Project that will serve the communities of El Salvador. Proof is partnering with HELP International in executing projects related to economic development, environmental conservation, education, and visual health. The limited edition El Salvador Project Sunglasses will release online **April 7th**, and 100% of proceeds will benefit the project expected to raise over \$12,000.

Proof's founder and CEO, Brooks Dame, is excited to join forces with HELP International for the project, "We've worked with HELP in the past and admire their initiatives. The partnership will make it possible for volunteers to join us in executing the project in early June."

As a brand, Proof is designed to be able to give back on a multitude of levels. Last year, Proof was able to build two eye clinics in different areas of India. Both clinics have continued to provide sight-giving surgeries to the Indian community where over ¼ of the world's blind population resides. The two eye clinics have since restored sight to thousands proving that a little help can go a long way.

Brooks believes that it all leads back to working together, "We know firsthand how important it is to see possibility where others may not. As a company, we want to lead by example and give back to our local and global community any chance we get."



For The El Salvador Project, Proof Eyewear is releasing 84 limited edition frames. The colorful print on the wooden frames was inspired by internationally recognized Salvadoran artist, Fernando Llorca Choussy. Each frame is handcrafted using a complete skateboard deck with the printed El Salvador Project graphic, showing that your purchase is part of something bigger. Inside each pair, the quote, 'Don't forget your roots' is engraved. The El Salvador Project sunglasses will be available for purchase **April 7th** at [iwantproof.com](http://iwantproof.com).

Anyone interested in volunteering for The El Salvador Project with HELP International and Proof Eyewear can submit an application at <http://help-international.org>.

#### **About Proof**

Proof, a pioneer in sustainable eyewear, got its start in an Eagle, Idaho garage in 2010 by 3 brothers. The roots of Proof began with the founders' Grandpa Bud who opened a small sawmill almost 60 years ago. Despite setbacks, Bud's small business was able to prosper, and he eventually grew his small sawmill into a nationally recognized company. Bud's work ethic was instilled in his grandsons who grew up with "sawdust in their veins." The start-up is known for providing original products handcrafted from eco-friendly materials including sustainably sourced wood, cotton-based acetate, and skateboard decks. Proof stands firm on three principles: heritage, sustainability, and giving back. Find out more at [iwantproof.com](http://iwantproof.com).

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