



Etisalat Lanka (Private) Limited  
PRESS RELEASE

For immediate Release

## Etisalat Lanka 'Mission for Vision' Spectacle Dansala held for the third consecutive year

*Distribution of over 4,000 spectacles at CSR drive held in Kurunegala*



The Etisalat Spectacle Dansala held for the third consecutive year saw the distribution of over 4,000 spectacles during this Posen season. Etisalat Lanka in partnership with 'So Others May See' Inc. (SOMS ) a non-government organization, have worked closely together in conducting this programme under Etisalat's Corporate social Responsibility banner to provide spectacles and essential eye care services from skilled optometrists, for deserving individuals.

Funds for the Etisalat 'Mission for Vision' 2015 were donated by Etisalat Lanka staff and business partners as personal contributions which were matched one-to-one by the organization under the patronage of the CEO and top management. A noteworthy addition this year is that for the first time, this worthy initiative was open for contributions from Etisalat subscribers who participated eagerly towards bringing hope and sight to fellow Sri Lankans. Donations were collected through a special SMS code, donation coupons and cash contributions.





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Held in Kurunegala, the Etisalat Spectacle Dansala attracted over 4,000 individuals from across the country, including the districts of Kurunegala, Matale, Kegalle, Anuradhapura and Chilaw. Also joining the cause was over 150 employees of Etisalat who volunteered to assist the Spectacle Dansala with their time and effort. Over 60 optometrist stations and 88 optometrists were deployed on site to assist with pre-

screening and extensive vision testing. 2,800 prescriptions were recorded for custom-made spectacles while over 1,200 pairs of reading glasses were distributed on site.

According to ‘Vision 2020 Sri Lanka’, the national programme for prevention of avoidable blindness, it is estimated that approximately 800,000 of the population suffer from moderate to severe visual impairment and are in critical need and support for proper eye care; for which Etisalat Lanka is glad to contribute through its ‘Mission for Vision’ initiative. **(ends)**





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**About Etisalat Sri Lanka:**

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. The brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of Etisalat's constant innovation of products and services, is the hope of inspiring and enriching people. Etisalat's focus extends from their customer to the greater community. While uplifting the lives of many Sri Lankans, Etisalat also continues to make giant strides in the domain of communication innovation through nationwide High Definition Voice Technology (HD Voice) - first to the Sri Lankan market, the Etisalat Web Patashala initiative and AppZone, involving individual app developers and the industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Offering Sri Lanka's most cutting edge Internet solutions with Dual Carrier HSPA+, Etisalat is currently the fastest growing telecommunication network in Sri Lanka, having surpassed over 4 million subscribers.

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