



Through the eyes of Olympians – Experience Oakley’s Custom Program!

Did you know that Canadians Jenn Heil, Alex Bilodeau, Marianne St. Gelais and Kristina Groves as well as American Shaun White and JR Celski were all wearing Oakley eyewear during their medal-winning runs?

Oakley customizes sunglasses, goggles and hockey visors for 300 elite athletes around the world, and we’d like to invite you to experience that same customization.

An Oakley expert is available for a guided tour through our Rolling O Lab, which is stationed at the base of Grouse Mountain for the duration of the Games (also free to the public!). The O-Lab is a mobile demonstration unit that educates visitors about the science behind quality eye protection. Technology presentations include the use of optical laser scope equipment that demonstrates clarity and prism shift, ultraviolet emitters and measuring devices to illustrate UV protection, and testing rigs that show the effects of high-velocity and high-mass impact situations. ***Tours are available any day 9 – 5, and particular Oakley spokespeople available on request.***

Oakley supports its athletes in many ways, including creating a positive environment and lasting memories. The Oakley ‘**safe house**’ is a private space where Oakley athletes can hang out, watch the Games, grab a snack, check emails... and most importantly we can create custom goggles or sunglasses for them onsite. They select their frames, lenses, tints, colours and styles. There are limited spaces available to attend a peek inside the safe house. We can make up a custom pair of sunglasses or goggles for reporters, and take you through the process and considerations that athletes do when they select their event eyewear. We can’t guarantee that any athlete will be available on site, but some do choose to make themselves available to media. ***This tour is available Tuesday, Feb 23 at 10am or Friday, Feb 26 at 3pm. Limited spaces available.***

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