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FOR IMMEDIATE RELEASE

On the Horizon Communications to Handle PR for ICU Eyewear

SAN RAFAEL, CA (June 26, 2008) – San Rafael-based **ICU Eyewear**, a manufacturer of stylish reading glasses, sunglasses and accessories, has retained **On the Horizon Communications**, a full-service PR firm based in Pismo Beach, Calif., to handle public relations for its innovative collection that includes eco-friendly eyewear for women and men.



ICU is the first company to produce “green” reading glasses. It was founded in 1998 by Patricia Kesten, who saw a need for fun, functional readers made with superior-quality materials to serve the baby-boomer market while also being kind

to the environment. “Eventually, our goal is to make the entire collection eco-friendly. We won’t stop until that goal is met,” Kesten said.

ICU aims to reduce the amount of plastic in landfills by offering eyewear that uses:

- **Reclaimed materials** in some reading glasses and sun readers; and
- **Sustainable bamboo** stems in a reading glasses line that will launch Aug. 1.

The company’s full collection includes a higher-end, studio line of designer, handcrafted readers; mid-range readers in bright, cheery designs with etched stems or rhinestones and in polka dot, stripe, floral and more; and sunglasses for men, women and children. There’s a reader style to keep at your fingertips for any mood at any time of day, whether it be a night on the town, a day in the sun, or a timeout to snuggle on the couch with a book.

ICU Eyewear – a pioneer in the eyewear industry – makes fashionable, high-quality reading glasses, sunglasses and accessories, and produces a line of eco-friendly readers and sun readers. For more information about ICU, visit www.icueyewear.com. Editorial media may contact On the Horizon Communications at (805) 773-1000 or e-mail

jennifer@thepressroom.com for additional information, images or product samples.