

Don't let air and glare ruin your performance this Melbourne Cycle Festival

Join Anna Meares at OPSM eye hub Hawthorn on 18 June, 2011

Legendary Australian Olympic track cyclist Anna Meares is joining OPSM eye hub to help get cyclists' equipment in perfect working order - and we don't just mean your bike. When was the last time you checked the condition of your protective eyewear?

While many cyclists wear protective glasses to ensure better vision, many overlook the fact they can also protect eyes from the elements, including excessive wind, glare and dust. On **Saturday 18th June**, the award-winning **OPSM eye hub** store in Hawthorn is inviting all cycling enthusiasts to give their current glasses – sun and prescription - a workout in two sporting simulation rooms.

Focusing on protection and durability, the Oakley Wind Tunnel Machine allows cyclists to road test their glasses while cycling into different wind speeds. The Revo Elements Room, complete with a glare simulation machine, ensures that glasses are providing the adequate protection against UV rays, while also testing riders can clearly see the road ahead.

OPSM eye hub will have special guest in store Australian track cyclist Anna Meares who won gold medals at both the Commonwealth and Olympic Games and has twice been the 500m time trial world champion. She will be on hand to help give expert cycling training tips and advice.

Bike health will be covered too! While riders are giving their eyes and eyewear a workout, a certified **bike mechanic will be on hand to ensure their bikes are in optimum roadworthy condition.**

OPSM eye hub is the ultimate destination for vision and sport to raise awareness among sports enthusiasts of the need for better eye protection, which is often over looked. Each year 6,500 people visit Victorian hospitals specifically for treatment of sports related eye injuries, with the cost of treating sports related eye injuries costing approximately \$28 million per year¹.

By visiting the **OPSM eye hub** on 18 June, cycling enthusiasts can ensure that their optical health and their equipment are in optimum condition - improving their chances of finishing race day safely and in style. **OPSM eye hub will also offer 25% off all sporting performance eyewear on the day.**

And, if visitors don't already belong to a team then why not challenge yourself and sign up to become a member of the **OPSM eye hub team**, who will be racing in the 'Around the Bay in a Day' challenge.

OPSM eye hub's top tips for choosing the correct eye wear:

- Consider polycarbonate lenses as they are 20 times stronger than ordinary lens glass.
- If you are cycling long distances, then go for interchangeable lenses. They're useful for varying light conditions. Look for brands that offer dark, light and clear lenses, the latter being better suited for evening or night riding.
- New photochromic lenses allow smooth transition from low light to bright light without the need to change lenses and so are better suited for competition riding.
- Make sure your glasses fit neatly underneath your cycling helmet. Your glasses should have a comfortable non-slip nosepiece and strong flexible side arms. Also look for glasses that can be adjusted if, for example, a sweat band is required under a helmet in hot conditions.
- The weight of glasses can affect performance. Sports sunglasses should be light and offer plenty of ventilation. Wrap around styles help to prevent glasses misting up in humid conditions or when riding hard uphill, while nylon or plastic frames are a lighter, safer, and more durable option than metal.
- With any frame, look for hinges that are simple and tough.
- Consider polarised lenses as they offer improved clarity of the contours of a trail and can block scattered light. For the best protection, go for lenses that block out 75%-90% of visible light in bright sun or 35%-50% on dull overcast days.