

## Press Release

**May 2014**



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## **Proof that good quality sport eyewear doesn't have to mean a high price tag**

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**07 May 2014** - Can a budget priced sports eyewear brand hope to meet the rigorous demands of one of the world's elite 'ultra' distance runners? With a ringing endorsement from multiple world record holder William Sichel the answer is 'yes'. William has been using the Evolution Offshore polarised sports sunglass priced at just £19.95 and it proves that good quality sports eyewear doesn't have to mean a high price tag.

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### **Sunglasses For Sport Ltd**

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“I've used the Evolution Offshore model supplied by Sunglasses For Sport in numerous long distance running events around the world. I've found them to be very comfortable to wear for long periods of time and the high quality, distortion free lenses have proved very effective in preventing glare and strain on the eyes. The durable frames are very lightweight and are built to withstand the rigours of day-long sporting events. Definitely a good buy and at under £20 you simply cannot go wrong.” said William.

William Sichel is a British and Scottish International athlete who has set no less than 95 ‘ultra’ distance running records from 12 hours to 1000 miles. He has run the marathon in under 2 hours 40 minutes, the 100 km in 7 hours 7 minutes and is the oldest British person to have completed a 1000 mile race in less than 16 days.

The Evolution Offshore polarised model retails at £19.95 and is available from [www.sunglassesforsport.com](http://www.sunglassesforsport.com). For more information about William Sichel visit [www.williamsichel.co.uk](http://www.williamsichel.co.uk)

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Issued on behalf of Sunglasses For Sport Ltd by Next Step Marketing

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**Caption for picture at [www.nextstepmarketing.co.uk/press](http://www.nextstepmarketing.co.uk/press):**

*Left: ‘Evolution Offshore polarised sunglass priced at just £19.95 from [www.sunglassesforsport.com](http://www.sunglassesforsport.com)’*

*Right: ‘William Sichel wearing the Evolution Offshore polarised sports sunglass - they haven’t let him down in numerous long distance events’*