

Centre for Contact Lens Research (CCLR) Renamed Centre for Ocular Research & Education (CORE)

*New Brand Reflects Expanded Services, Growing Expertise and
Evolving Partnerships as Global Organization Enters its 30th Year*

CHICAGO, October 11, 2017—For nearly three decades, the world’s optometry and ophthalmology communities have partnered with the Centre for Contact Lens Research (CCLR) at the University of Waterloo’s School of Optometry & Vision Science on pioneering studies. Beginning in January 2018, the organization will adopt a new name: the [Centre for Ocular Research & Education \(CORE\)](#).

“We have been fortunate to work with a broad range of sponsors and collaborators on many of the most dynamic developments in the field,” said [Lyndon Jones, PhD, FCOptom, FAAO, FBCLA, CORE’s director](#). “Every day, [our team](#) dedicates itself to improving global eye health and vision through advanced biosciences, clinical research and education. CORE reflects our capacity to do so with uncompromising independence, by adopting the highest quality standards, and collaborating with world leaders in diverse research areas. It speaks to who we have become without forgetting where we began.”

A new logo echoes CORE’s primary focus on the eye. Interlocking elements in distinct blue, green, and orange colours represent biosciences, clinical research and education expertise, coming together in support of its mission.

“We continue to partner with innovators in contact lens technologies on myriad programs, including materials formulation, care products, comfort initiatives, myopia control, dry eye, drug delivery and education. Yet we are also working with major and emerging pharmaceuticals companies, digital technology giants, and academic institutions around the world on complex and fascinating initiatives that hold incredible potential for vision correction and enhancement,” continued Jones.

The CORE brand was premiered at the [American Academy of Optometry's 96th annual meeting](#), which began today in Chicago. In conjunction, CORE commissioned Los Angeles-based artist [John Park](#) to co-create a massive 12-foot x 8-foot acrylic mural during the meeting, depicting the complexity and potential of the eye and sight.

On Wednesday, October 11 (4 – 7 p.m.) and Thursday, October 12 (11 a.m. – 6 p.m.), all badged attendees are encouraged to visit [CORE booth #001](#) (turn right upon entering Hall D) in McCormick Place, slip on a protective lab coat, and add their own distinctive brush strokes to the one-of-a-kind portrait. The mural will be completed on the show floor on Friday, October 13, then formally unveiled at an evening reception. It will be permanently installed at CORE headquarters at the [University of Waterloo's School of Optometry & Vision Science](#) in Waterloo, Ontario.

The official CORE name change will occur following final ratification by the University of Waterloo Board of Governors. For more information, please visit cclr.uwaterloo.ca.

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The [Centre for Ocular Research & Education \(CORE\)](#) – formerly known as the Centre for Contact Lens Research – was established in 1988 at the University of Waterloo's [School of Optometry & Vision Science](#). Over the next two decades, founding director Desmond Fonn developed the organization from a three-person operation into a thriving hub of basic and applied research, playing a significant role in the early development and testing of silicone hydrogel lenses and the role of oxygen in corneal health, along with many other initiatives related to the performance of contact lenses and solutions.

In 2011, [Lyndon Jones](#) was appointed director, and has continued to inspire the organization's evolution. Today, its approximately [50-person team](#) collaborates with sponsors, agencies and academia on advanced biosciences, clinical research and education, providing uncompromising independence and results of the highest quality. It serves a range of ophthalmic sectors, including medical devices, ocular pharmaceuticals, digital technology and others, with a focus on the anterior segment. For more information, please visit cclr.uwaterloo.ca.

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