Tesco Opticians Launch Penguins of Madagascar Kids' Range

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Tesco Opticians unveil exclusive kid's range in collaboration with new DreamWorks' blockbuster

Following the very successful launches of Mr Peabody and Sherman and How To Train Your Dragon 2, Tesco Opticians are once again working with Twentieth Century Fox to launch a new exclusive range of Penguins of Madagascar children's glasses.
Penguins of Madagascar is a 3D computer-animated action comedy film, produced by DreamWorks Animation. It is a spin-off of the Madagascar film series, and takes place right after the events of Madagascar 3: Europe's Most Wanted.

The fourteen piece collection is ideal for both boys and girls. Frames feature colourful graphics and mini illustrations from the movie. Petite designs, with styles to fit young faces perfectly, these frames are made of quality materials which are easy to wear and comfortable.
All children's glasses from the collection come in an easy to use zip-up case to keep the glasses clean and safe.
The exclusive collection will be available nationwide at Tesco Opticians stores and online at www.tescoopticians.com, with each frame priced at £38.30 or Free with NHS plus BOGOF

Penguins of Madagascar film is released in UK cinemas on Friday 5th December
Call 0845 601 3479 or visit www.tescoopticans.com.

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Notes To Editors

Tesco Opticians
Tesco Opticians is the UK's fastest growing optical chain, with innovative stores at over 180 Tesco Extra locations UK-wide and into Europe and Asia, and online atwww.tescoopticans.com.

Prescription glasses prices start from just £15 and contact lenses from just £4.80 per month.

Visit www.tescoopticians.com for your nearest store.

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