



## LAMAR JACKSON: THE FACE OF THE OAKLEY® FOOTBALL SHIELD

Oakley® has made Lamar Jackson, Baltimore Ravens quarterback, 2019 NFL MVP and Team Oakley athlete, the face of the Oakley Football Shield – unveiled through a brand film that puts the spotlight on Jackson’s unrivaled performance, vision and commitment to be himself.

Throughout his career Jackson has overcome countless challenges and doubters with a calm and focused mindset, driven by a relentless passion to win. Always remaining true to himself, he has rewritten what it means to be a quarterback and is leading the next generation in pushing forward the future of the sport.

“I let my game do the talking,” said Jackson. “My advice to the next generation is...just be yourself.”

To view Oakley’s BE WHO YOU ARE series film, featuring Lamar Jackson, click [HERE](#).

Jackson has relied on Oakley’s Football Shield throughout his football career – from high school to the National Football League – equipping the MVP with innovations designed to increase optical clarity and provide advanced protection.

Created for the world’s best athletes and now available for players of all levels, Oakley has launched the Pro Football Shield, raising the standard on fit and clarity and created specifically for one of the most popular helmets in football, the Riddell® Speedflex. The Pro Shield is available with Prizm™ Lens Technology designed specifically for the football environment. Grounded in decades of research, the technology is engineered to enhance color and contrast on the field so you can see details more clearly and quickly.

As part of the four-year partnership with the NFL, Oakley creates best-in-class optics available to all players, coaches, staff and fans – with Oakley shields, eyewear and NFL licensed products, all powered by Prizm™ Lens Technology. For more information on the brand’s all-new Pro Football Shield and Team Oakley athletes, please visit [Oakley.com](http://Oakley.com), Oakley retail and select wholesale partners.