



OAKLEY® DEEPENS ROOTS IN BASEBALL: WELCOMES FRANCISCO LINDOR TO ROSTER WITH SPOTLIGHT ON QUEENS COMMUNITY

As seen on Lindor and the Queens community, Oakley reveals the all-new Encoder™, designed to reshape sport-performance eyewear

April 8, 2021, Foothill Ranch, California – Today, Oakley® announced a new partnership with Francisco Lindor – the superstar shortstop with charisma, style, passion and energy. Arriving in Queens, New York this season, Lindor will serve as the face of Oakley’s baseball program and debut the brand’s all-new Encoder™, a frame designed to reshape sport-performance eyewear.

“It is an honor to collaborate with such a unique and incredible athlete. Lindor’s embodiment of the same energy and soul found in Queens is a source of inspiration to Oakley, and we can’t wait to see what we can achieve together,” said Ciao Amato, Global Marketing Director of Oakley. “We hope to inspire and empower the community to make some waves in New York.”

As one of the best in the game, Lindor represents a “Be Who You Are” mantra with unparalleled skill, nonstop determination and a fun-loving personality. He made his mark on baseball at a young age, drafted in 2011 and quickly becoming a four-time All-Star player. Now, Lindor begins a new chapter and looks to continue forging his legacy in the Empire State.

“Great things are happening in New York, and I’m here to contribute to that greatness,” said Lindor. “It’s a place that embraces who you are, and I’m here to do me, be Francisco Lindor, work hard, share my passion and give my all to this community through the game of baseball.”

To welcome the newest member of Team Oakley to the family, Oakley tapped into individuals that are from or live in Queens – creating a platform to showcase how they are breaking through limitations to shape the future, similar to Lindor. Each individual highlighted has a unique identity and energy, and collectively, the group embodies the intersection of sport, self-expression and community integral to the borough.

The featured individuals include BMX athlete Nigel Sylvester, surfer Terumi Alana Murao, skateboarder Yaz and running coach Francisco Balagtas. Notable cameos also include superfan and “The 7 Line” founder Darren Meenan; activist and Life Camp co-founder Erica Ford; New York comedian Shiggy and more.

“Queens is my home & my playground. It’s where I first learned to push my limits physically and creatively,” said Nigel Sylvester, Pro BMX and Team Oakley athlete. “Being a Queens native, it’s a huge deal to have Lindor join my baseball team. He’s a game changer, on and off the field, and he’ll fit right in here in New York.”

As seen on Francisco Lindor, Nigel Sylvester and the Queens community, Oakley launches the all-new Encoder. The game changing sunglass features a functional design, delivering optimized coverage, field of view, retention and impact protection. The frame is paired with Prizm™ Lens Technology, designed to enhance color and contrast to see more detail. The revolutionary lens technology also provides ultra-precise color tuning for specific environments.

For more information on the brand’s “Be Who You Are” series, all-new Encoder and Team Oakley athletes, please visit [Oakley.com](https://www.oakley.com), Oakley retail and select wholesale partners.

For more information, please contact:

Ryann Powell

Senior Specialist of Public Relations, Americas

RPowell@Oakley.com

**About Oakley, Inc.**

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 900 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

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