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## **BOSTON CELTICS AND NEW ENGLAND EYE CENTER TO HOST SPECIAL “VISION AWARENESS WEEK”**

*Celtics and NEEC to host special awareness activities from March 6 -12*

**BOSTON (March 6, 2006)**- The Boston Celtics and New England Eye Center (NEEC) tipped off “Vision Awareness Week” today, a week long initiative aimed at educating Celtics fans on the importance of scheduling annual eye exams for both children and adults. New England Eye Center (NEEC) is the Official Eye Care Provider of the Boston Celtics, and co-sponsors the Celtics’ Read to Achieve program, a cornerstone of the team’s community initiatives.

From March 6<sup>th</sup> – 12<sup>th</sup>, the Celtics and NEEC will encourage fans to maintain proper eye care for themselves and for their children. At Celtics home games against Philadelphia on March 8<sup>th</sup>, Milwaukee on March 10<sup>th</sup> and Denver on March 12<sup>th</sup>, representatives from NEEC will be stationed throughout the arena to provide information and collect donations of used eyeglasses. Fans can also sign up to win great prizes including a free LASIK procedure worth \$5,000, free RayBan sunglasses and tickets to upcoming games. In addition, the Celtics will host a special Read to Achieve event at Floating Hospital for patients of New England Eye Center. Boston Celtics Managing Partner and Governor, Wyc Grousbeck along with team captain Paul Pierce will serve as spokespeople for the weeklong awareness campaign.

“I am pleased to serve as one of the spokespeople for ‘Vision Awareness Week’,” said Boston Celtics Managing Partner and Governor Wyc Grousbeck. “It is imperative that everyone, regardless of age, maintain their vision, and the doctors at New England Eye Center are the best people to help you do so.”

“We are pleased to team up with the Boston Celtics to present Vision Awareness Week,” said William R Sacco, Director of Refractive Operations of New England Eye Center. “Together we can work to spread the word of the importance of annual eye exams and overall vision awareness in both children and adults.”

### **About New England Eye Center**

New England Eye Center is located in the heart of Boston’s Theater district above the Wang Center and is affiliated with the Tufts-New England Medical Center and Tufts University School of Medicine. New England Eye Center is a leading provider of Laser Vision Correction in Greater Boston and New England. New England Eye Center offers LASIK along with CK, PRK, Crystalens and other vision correction procedures. New England Eye Center offers a full range of comprehensive ophthalmology including treatments for cataracts, glaucoma, macular degeneration, pediatric ophthalmology and aesthetic surgery. For more information about the New England Eye Center, go to [www.neec.com](http://www.neec.com) or [www.mylasikdoc.com](http://www.mylasikdoc.com).

### **About The Boston Celtics**

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 16 NBA Championships, including eight (8) in a row from 1959-1966, and have won NBA titles in three different eras. In addition, 29 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. In December 2002 the team returned to local ownership for the first time since 1963. During the 2004-05 NBA season, the Celtics won their first Atlantic Division title in 12 seasons. For more information on the Celtics, log on to [www.celtics.com](http://www.celtics.com).

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