



Boston Celtics and New England Eye Center Host Special “Vision Awareness Week”

Special Week to Tip-off with Special Read to Achieve Event at Perkins School for the Blind

FOR IMMEDIATE RELEASE

BOSTON (February 28, 2007) – The Boston Celtics and New England Eye Center (NEEC) announced today the launch of “Vision Awareness Week”, a week-long initiative aimed at educating Celtics fans on the importance of scheduling annual eye exams for both children and adults. “Vision Awareness Week” will begin on March 1 with a special Read to Achieve event to be held at the Perkins School for the Blind and run through Friday, March 9. For the second straight year, Celtics captain Paul Pierce and Celtics Managing Partner and Governor Wyc Grousbeck will serve as spokespeople for the awareness campaign.

“I am honored to once again serve as spokesperson, along with Paul Pierce, for Vision Awareness Week”, Wyc Grousbeck said. “Maintaining your vision is very important and the professionals at New England Eye Center are the best in the business to help you do that.”

Throughout the week the Celtics and NEEC will encourage all fans to maintain proper eye care for themselves and for their children with different contests and promotions. At Celtics home games during the week of March 4-9, representatives from NEEC will have tabling in the arena providing information regarding the importance of vision health and helping fans schedule eye screenings at local NEEC locations. In addition, the Celtics and NEEC will give away over \$22,000 worth of vision corrective procedures all through the week.

“We are once again very pleased to team up with the Boston Celtics for Vision Awareness Week,” said William R. Sacco, Director of Marketing and PR for New England Eye Center. “It is important that we get the word out about the importance of having annual eye exams, and with the Celtics help we hope to achieve that during this special week.”

About New England Eye Center

New England Eye Center has offices in Boston, Brighton, Brookline, Beverly, Cambridge, Leominster and Wellesley 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 Eye Care and Laser Vision Correction in Greater Boston and New England. 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 or www.mylasikdoc.com.

About the Boston Celtics

A charter member of the Basketball Association of America (which evolved into i.e. 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 (3) different eras. In addition, 31 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. 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.

Contacts: Heather Walker, Boston Celtics - (Office) 617-854-8072 (Cell) 617-594-4453
Sean Flanagan, Regan Communications - (Office) 617-488-2878 (Cell) 781-789-2736
Kevin Flight, Regan Communications - (Office) 617-488-2863 (Cell) 781-439-7140