



Boston Celtics Host Special Read to Achieve Event at New England Eye Center as part of Vision Awareness Week

*Celtics invite students from the Josiah Quincy School and Bright Horizons
to the New England Eye Center to Stress Importance of Reading*

FOR IMMEDIATE RELEASE

BOSTON (March 9, 2006) – Boston Celtics captain and five-time NBA All-Star Paul Pierce and forward Raef LaFrentz held a special reading timeout with students from the Josiah Quincy School and Bright Horizons at New England Eye Center today as part of the Celtics Read to Achieve program. Joining Pierce and LaFrentz were members of the Celtics' All Star Reading Team, including Mitch Strominger, M.D. of New England Eye Center.

"It's great to be able to partner with New England Eye Center in encouraging children to read every day," Pierce said. "It is a skill they will use for the rest of their lives. Reading helps us expand our horizons, and enables us to learn about and experience many different things."

Pierce and LaFrentz discussed their favorite books and the importance of reading in their lives and read with more than 50 students during a special Read to Achieve program.

"New England Eye Center is proud to be a sponsor of the Read to Achieve program," Dr. Strominger said. "Reading is not only a fun way to spend your time, but also helps accomplish your dreams. We are committed to joining the Celtics in their goal to encourage children to love reading."

From March 6th – 12th, the Boston Celtics and NEEC are sponsoring "Vision Awareness Week." During the week, the Celtics and NEEC will encourage fans to maintain proper eye care for themselves and for their children. At Celtics home games throughout the week, representatives from NEEC will be stationed throughout the arena to provide information and collect donations of used eyeglasses, and fans will also be able to sign up to win great prizes. Boston Celtics Managing Partner and Governor, Wyc Grousbeck, along Pierce, will serve as spokespeople for the weeklong awareness campaign.

About the Read to Achieve Program

The NBA and its teams have developed Reading & Learning Centers and Reading Corners in partnership with schools, libraries, and community-based organizations in order to provide fun and creative places for kids to go to read, study, or work on the computer. Reading & Learning Centers and Reading Corners are supported by the NBA and its teams on a year round basis through reading programs and activities, Read to Achieve program materials, book and magazine donations and in some cases, the complete refurbishment of a Reading/Technology room. To date, there are more than 100 Reading & Learning Centers and 150 Reading Corners throughout the 30 NBA markets. The Celtics have also opened two reading and Learning Centers in Massachusetts. The program, supported by locally by ReadBoston, is sponsored by New England Eye Center and Aquafina. For more information on the Read to Achieve program and the Boston Celtics, visit www.celtics.com.

Contacts: Farra D'Orazio, Boston Celtics – (Office) 617-854-8045, (Cell) 917-692-1132
Sean Flanagan, Regan Communications – (Office) 617- 488-2878, (Cell) 781-789-2736
Kevin Flight, Regan Communications – (Office) 617- 488-2863, (Cell) 781-439-7140