



New England Eye Center Host Third Annual “Vision Awareness Week”

Special Week to include a Read to Achieve Event at the New England Eye Center Pediatric Unit

FOR IMMEDIATE RELEASE

BOSTON (March 24, 2008) –New England Eye Center (NEEC) launched their third annual “Vision Awareness Week,” a week-long initiative aimed at educating Celtics fans on the importance of scheduling yearly eye exams for both children and adults. Vision Awareness Week takes place the week of March 24-28 and will feature an interactive Read to Achieve event to be held at New England Eye Center’s Pediatric Unit on March 25. Boston Celtics Co-owner Wyc Grousbeck, along with Celtics guard Tony Allen, both LASIK surgery recipient’s from New England Eye Center , will serve as spokespeople for the awareness campaign.

“I had a LASIK procedure in the off-season, so Vision Awareness Week is very important to me,” Allen said. “Everyone at New England Eye Center was extremely helpful during my procedure. Both on the court and off, it is essential to have the best vision possible.”

Throughout the week the Celtics and NEEC will encourage all fans to get annual eye exams for the prevention and early detection of eye disease for themselves and for their children with different contests and promotions. At all three Celtics home games during the week of March 24-28, representatives from NEEC will have tabling in the arena providing information regarding the importance of vision health and helping fans schedule eye screenings at NEEC’s 7 locations throughout Massachusetts. Fans will be able to enter a drawing at the table for the chance to win one of two \$5,000 LASIK certificates. All totaled, the NEEC will give away \$25,000 worth of vision corrective procedures all through the week.

“Vision Awareness Week has been a very successful initiative in spreading awareness about the importance of annual eye exams in maintaining overall good eye health and vision,” New England Eye Center Director of Marketing and PR Bill Sacco said. “We’re excited to partner with the Celtics for a third straight year in helping to educate people on having their vision checked annually. We are especially excited to host a Read to Achieve event at the New England Eye Center.”

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 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. For more information on the Celtics, log on to www.celtics.com.

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