

Boston Kids Enjoy Free Davis Vision Screenings

Boys & Girls Club, New England Patriots Co-Host Health Clinic

PLAINVIEW, N.Y., April 1, 2008 /PRNewswire/ -- Some came by bus. Others walked, and still more were driven by their parents. But all 124 children ages 6 through 18 who attended Davis Vision's recent screening clinic near Boston came away smiling, with either a thumbs-up vision evaluation or a voucher for free follow-up eye care. Some also left with sunglasses and other giveaways, including an autographed New England Patriots jersey that one lucky child won in a raffle.

This was no ordinary medical checkup, which many children approach with trepidation. The setting for this event, co-sponsored by the Patriots and the **Boys and Girls Clubs of Boston**, was a familiar location well loved by the kids -- the **Jordan Boys and Girls Club** in Chelsea, MA -- and "the atmosphere at the event was amazing," according to Michelle Perez, the Jordan Center's director of operations.

"The children were excited, and the representatives from Davis Vision's Cambridge Eye Doctors and the Patriots were enthusiastic and very engaged with the children who participated. Everyone really enjoyed the day," said Perez. Tom Rosa, Davis Vision's senior vice president, Store Operations and Marketing, agreed, adding, "All of our associates were thrilled to participate in such a great event."

Good vision is essential for children's physical and intellectual development and can be ensured only through regular comprehensive eye examinations. "A comprehensive eye examination can diagnose not only the refractive errors that may impede a child's development, but also such childhood eye disorders as amblyopia, which can cause irreversible vision loss if it is not treated," said Joseph Carlomusto, Davis Vision's president and chief executive officer. "Poor vision affects academic performance; however, many families cannot afford to have their children examined by an eye care professional."

To address these needs, "Davis Vision reaches out regularly to the communities that we serve, to do our part to help alleviate these problems," added Laura Dyer, Davis Vision's assistant vice president, Strategic Events and Community Relations.

The Davis Vision evaluation was the first eye screening that many of the attending children had ever experienced, and 46 of them were in need of corrective eyeglasses and follow-up care. Every child who did not pass the vision screening is being scheduled for a free follow-up eye examination and free prescription eyeglasses at a local Cambridge Eye Doctors office.

"Unfortunately, many of these kids may not have received the needed vision correction in a timely manner if it hadn't been for the screening,"

said Rosa. "Our hats are off to the Jordan Boys and Girls Club organization for helping to make these positive outcomes a reality."

"We strive to be a valuable community resource, and relish any opportunity to provide our members with medical care and other needed services," said Josh Kraft, executive director for the Jordan Boys and Girls Club.

Davis Vision has a long history of involvement in local community outreach programs. To follow the great success of its vision screening clinics sponsored throughout 2007, the company has scheduled a full slate of clinics for 2008. Screenings are planned for Buffalo, NY; Pittsburgh, PA; Harrisburg, PA; Carlisle, PA; and Houston, TX, as well as various YMCA locations nationally. More screening clinics will be added to the 2008 schedule in the months ahead.

About Davis Vision

Davis Vision, Inc. currently serves more than 55 million members nationally and was the first vision care preferred provider organization to receive accreditation from The Joint Commission during its PPO accreditation program. Davis Vision's provider network-credentialing program has been certified by the NCQA.

The company administers vision services through an extensive network of nearly 45,000 participating providers, including ophthalmologists, optometrists, opticians and many of the nation's premier retail centers. Davis Vision is based in Plainview, NY. For more information, visit <http://www.davisvision.com>.

SOURCE Davis Vision, Inc.