

# New Bedford Guide and Advanced Eye Centers partner for eye health

## FOR IMMEDIATE RELEASE

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## NEW BEDFORD GUIDE AND ADVANCED EYE CENTERS TEAM UP

*Two local companies form a partnership to promote community eye health*

NEW BEDFORD, MA (6.16.2014) – New Bedford Guide and Advanced Eye Centers have partnered up in 2014 to promote the importance of eye health.

In 2014, New Bedford Guide's Michael Silvia and Matthew Neumann are striving to make the promotion of health in our community a key focus. Their first move was to partner with the premier eye health care center in the region, Advanced Eye Centers. With four locations throughout the southern coast of Massachusetts, Advanced Eye has become synonymous with patient care, eye health & education, and being at the forefront of eye care technology.

"When forming any type of partnership, Mike and I want to look for businesses with a strong sense of community. After a few

meetings, it was clear to us that not only does Advanced Eye Centers have strong community ties, but every patient interaction is one that matters to them," said Matthew. "This can be seen by the strong reviews that they receive and my observance of their day to day operations. It was a no brainer for us to partner with them."

Eric Abrantes, marketing director for Advanced Eye Centers echoed Matthew's thoughts on the importance of community, "Advanced Eye Centers chose to partner with New Bedford Guide because they are an extension of our local Community. At least a dozen of our employees and 70 of my friends already follow them. It's not everyday you can create something for the community and people you know. We do not take that responsibility lightly. We look forward to the feedback everyone has."

Eric had the following thoughts on eye health, "Vision is an awesome thing, and it is not something we think about often. Our goal is to create educational content about health, technology advances, and awesome products that have been developed in the last few years."

The partnership will include interesting and informative articles and videos about eye health. Articles will be written by Dr. Irene Lee of Advanced Eye Centers. Dr. Lee graduated magna cum laude from Wellesley College in 1999 and received her Doctorate of Medicine from New York University in 2004. She is a certified by the American Board of Ophthalmology. Her expertise will be essential to the partnership.

Advanced Eye Centers has locations at 500 Faunce Corner Road, North Dartmouth, 1741 President Ave, Fall River, 854 Purchase Street, New Bedford and 1 Washington Street, Taunton. They specialize in general eye care, cataracts, laser vision correction and all types of eyewear.

