

Empire Vision Gives Sunglasses to Children At Buffalo Bills Holiday Party

This winter, snowballs were thrown, snowmen created and icy hills traversed on sleds at high speeds. But at least 110 children in Buffalo, NY, were not squinting against the snow glare during outdoor play. Each of these children received a gift of sunglasses from Empire Vision



last December at the Buffalo Bills Toyota Rookie Club December 2007 Holiday Party at the Paul Maguire Club at Ralph Wilson Stadium in Buffalo.

This sixth annual private holiday party with the Buffalo Bills players drew a record number of children to enjoy dinner, holiday videos, carols, a visit from Santa and a gift for each child, in addition to the sunglasses. "Empire Vision's sunglasses were a hit!" said Megan Hughes, Coordinator, Corporate Accounts, for the Buffalo Bills.

The Buffalo Bills Toyota Rookie Club gives the team's newest players a chance to learn about and get involved with the Western New York community. Ten organizations from the Buffalo area selected boys and girls, ages 6-10, to participate this year. Aspire, Seneca Nation, Big Brothers Big Sisters of America, Boys & Girls Clubs of America, Northwest Buffalo Community Center, United Way, Stone's Buddies, Police Athletic League, Cornerstone Manor and The Salvation Army sponsored the children. "We look forward to being involved in the Bills' community outreach programs," said Laura Dyer, Assistant Vice President, Strategic Events and Community Relations for Davis Vision, Empire Vision's parent company. "Helping those in need in the local communities that we serve is a Davis Vision tradition that reflects our corporate philosophy."



Davis Vision has a long history of helping local charity organizations and communities to raise funds, food and clothing for the less fortunate. It has been actively involved for many years in community outreach programs with such organizations as the Make-A-Wish Foundation, mercyFirst, United Way, The Salvation Army and The Interfaith Nutrition Network (INN).

About Davis Vision

Davis Vision currently serves more than 55 million members nationally and was the first vision care preferred provider organization to receive accreditation from The Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Its 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.

Empire Vision, a full-service eye care provider, has developed into the largest optical retailer in the Northeast, operating in New York, Pennsylvania, Massachusetts and Rhode Island. Davis Vision is based in Plainview, NY.