



**FOR IMMEDIATE RELEASE**

**Contact:** George Yanoshik  
717-302-4251  
Highmark Inc.  
[george.yanoshik@highmark.com](mailto:george.yanoshik@highmark.com)

**DAVIS VISION, EYEMASTERS AND UNITED CONCORDIA BUILD  
BASKETBALL COURT FOR NEW ORLEANS STUDENTS**

*Free Eye and Dental Exams Also Provided*

PLAINVIEW, N.Y. (June 18, 2009) – Davis Vision, a national managed vision care company, local EyeMasters retail stores and national dental insurer United Concordia recently joined forces in New Orleans to construct a basketball court for nearly 400 students of the Esperanza Charter School as part of the city's rebuilding efforts.

"We also offered free vision and dental screenings to the students while our volunteers were in town," said Laura Dyer, Davis Vision's assistant vice president of community outreach and media relations. "Our goal is to have an immediate and lasting impact on the lives of these children."

In August 2008, Davis Vision and HandsOn New Orleans, an organization helping rebuild the city through service events, began planning the basketball court's construction. Bill Goslin, Davis Vision's director of network services and a regular HandsOn New Orleans volunteer, sparked Davis Vision's involvement with the organization. Davis Vision then asked sister company United Concordia Dental also to lend a hand.

- more -

Eight volunteers from Davis Vision and United Concordia traveled from New York and Pennsylvania to build the court. By the end of the second day, the court bustled with students eager to use the school's new facility. Following the completion of the basketball court, eye care professionals from local EyeMasters stores joined dental professionals from the Louisiana State University (LSU) School of Dentistry to offer free screenings at the school.

The vision screenings were brought to the community through Davis Vision's Focus on America outreach program. The dental screenings are part of United Concordia Dental's commitment to provide free preventive services to those in the community who cannot afford dental care.

"Regular eye exams are essential for a child's health since vision is central to childhood learning," said Dyer. "The organizations aimed not only to provide preventative care to the children in need, but to educate the children on the importance of vision and dental health."

The children received information about follow-up dental appointments at LSU Dental School's New Orleans campus clinic. The clinic is less than two miles from the charter school. Of the 389 children screened, 162 required follow-up vision care and received vouchers for a free comprehensive examination and prescription eyeglasses from any local EyeMasters store.

### **About Davis Vision, EyeMasters**

Davis Vision is part of the HVHC Inc. group of companies, which also includes Eye Care Centers of America (parent company of EyeMasters) and VIVA International Group, one of the largest eyeglass frame companies in the world. One of the nation's premier managed vision care companies, Davis Vision has been providing comprehensive vision benefits for more than 45 years, and currently serves more than 55 million individuals nationwide through an extensive blended network of approximately 30,000 ophthalmologists and optometrists, in

- more -

addition to many opticians and top national retail providers. For more information about Davis Vision, visit [www.davisvision.com](http://www.davisvision.com). For information about EyeMasters, visit [www.eyemasters.com](http://www.eyemasters.com).

### **About United Concordia Dental**

United Concordia Dental, headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with approximately 8 million members worldwide and 2008 revenues of \$1.4 billion. United Concordia Dental has a companywide dedication and commitment to superior customer service which is evident in the design, implementation, administration and servicing of its dental benefits programs. For more information about United Concordia Dental products, visit [www.unitedconcordia.com](http://www.unitedconcordia.com).

# # #