



May 2017

## NOW OPEN! Our New East Clinic & Optical Center

We are thrilled to announce that after months of preparation, collaboration and hard work, the doors are open to our new state-of-the-art east Madison clinic, conveniently located at 6012 Gemini Drive between the Great Dane and Metro Market.

The newly relocated clinic provides more space to accommodate Isthmus Eye Care's dedicated team of doctors and support staff; offers increased appointment availability; and houses the latest eye care technologies to meet all of our patients' vision and eye health needs. The innovative design of the optical space helps streamline services and showcase a larger selection of products including new and unique high-quality eyeglass frames.



"The building blocks of Isthmus Eye Care began in the Madison area more than 40 years ago, and we really value the long history and great relationships we've built over the years in the communities we serve," says Dr. Colin Connors, whose father - the late Dr. Vic Connors - was a prominent Madison-area optometrist and one of Isthmus Eye Care's original founders. "We're looking forward to meeting and working with many new friends and neighbors while providing a seamless transition for our current east side patients. And, while the clinic is new, what remains unchanged is our commitment to provide exceptional eye care and eyewear in a comfortable setting for the whole family."

## Play Ball! Isthmus Eye Care Supports Local Little Leagues

Although Isthmus Eye Care has long had a presence on Madison's east side, the relocation of our east clinic has also

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## Grand Opening = Big Savings

Celebrate our east grand opening and get ready for summer! We will be offering 10% off all sunglasses and accessories throughout the month of May at both our new east clinic and our Middleton location. Print or mention this email to increase your savings to 20%



## Magic 98 to Visit New East Clinic May 11th

Look for the Magic 98 van parked outside our new east clinic (6012 Gemini Drive) on



served as a platform from which we are building more relationships with local organizations. For example, Isthmus Eye Care serves as a sponsor for both Kennedy Little League and East Madison Little League baseball. We're pleased to support nearly 1,000 local youth participants in these

leagues by helping to provide a safe place to play ball, form friendships and learn positive life lessons.

## Save the Date!

You are invited to be part of the Grand Opening events at our **NEW** Madison location at **6012 GEMINI DRIVE** on Thursday, May 18th, from 11:00 a.m. to 6:00 p.m.

Our first style show at the new clinic will feature fashion eyewear from Europa, discounts and promotions plus food, drink and fun!



## MESBA Ribbon Cutting Event

The Monona East Side Business Alliance (MESBA) will help us celebrate this month as we host a ribbon cutting and "Business After 5" networking event in collaboration with the group. The official ribbon cutting for the new east clinic and optical center will take place Tuesday, May 23rd at 4:30pm at 6012 Gemini Drive. To follow will be the monthly MESBA "Business After 5."



Thursday, May 11th from 5:00-6:30pm. We'll be hosting a special remote broadcast that will feature the distribution of the ever-popular "Wisconsin Dells Season Opener" discount cards. Listen to Magic 98 in the days leading up to May 11th for more details about this exclusive event!



## Contact Us

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