



May 2018

## Dells Summer Fun Starts May 9 at Isthmus Eye Care

After an especially long wait, it feels like spring has finally arrived in Wisconsin and summer isn't far behind. Isthmus Eye Care has your kick-off to summer fun happening at our East Madison location on Wednesday, May 9. We'll be hosting a special remote broadcast from 4:30pm - 6:00pm in partnership with our friends at Madison's Magic 98. It's your chance to pick up your Dells Season Opener Pass, worth hundreds of dollars in early season free admissions and discounts at some of the Wisconsin Dells' most popular attractions, hotels, retail stores and restaurants. Come on over, get in line and join in the fun ... and perhaps shop for a new pair of summer shades while you're here! Listen to Magic 98 in the days leading up to May 9 for more details about this fun event and don't be late - these popular passes go fast.



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## Quick Links

[IsthmusEye.com](#)  
[Contact Us](#)  
[Appointment Info](#)  
[Our Doctors and Staff](#)

## Tickets Still Available for Middleton Wine Walk 5/3

Isthmus Eye Care's Middleton location is once again looking forward to participating in the Downtown Middleton Business Association (DMBA) Spring Wine Walk on Thursday, May 4 from 5:00pm - 8:00pm. There are 13 stops where participants can sample both red and white wines, along with appetizers to complement the wines. Tickets are still available for this fun filled evening. For more details please visit the [DMBA website](#).

If you love how your contact lenses help you see but are tired of the waste created by disposable lenses and the packaging that comes with them, you'll be excited to learn about a first-of-its-kind [recycling program](#) from Bausch & Lomb and [TerraCycle](#).



Blister packs, top foil and used lenses from all contact lens brands (not just Bausch & Lomb) are eligible for recycling. Even if you put these items in your at-home recycling bin, they can get filtered out because of their small size and contribute to

the waste stream going to landfills. Instead, you can either get a free shipping label [online](#), or drop off items at either of our clinic and optical center locations. In turn, Bausch & Lomb donates to [Optometry Giving Sight](#) and to date donations exceed \$13,500! It's a big win-win, and we are thrilled to be one of more than 2,000 sites participating in this program.

## Summer: Sun, Fun and Eye Safety

While summer means fun in the sun it can be tough on the eyes because of extra sun exposure, increased outdoor recreation, fireworks and more. A few quick reminders from our team of top-notch doctors about summer eye protection include:

- Think of sunglasses for the eyes the same way you think about sunscreen to protect skin. Mild sunburn can occur on the eye with short-term exposure, while longer term exposure can contribute to more serious problems.
- Children are even more susceptible because their lens is not fully developed and they tend to get about three times as much exposure because of outdoor play time.
- Increased outdoor sports and other activities can also be a potential hazard as far as allergens, sand, twigs and other debris. Consider wrap-around sunglasses for added protection, and glasses with impact resistant lenses for more adventurous activities such as mountain biking.
- When it comes to fireworks, your best bet is to leave it to the professionals.



Now grab your sunglasses, get outside and enjoy the sunshine!

## Style Show: May 17

Brighten your spring with fantastic colors blended with trendy styles at our spring style show! Plan to stop by our East Madison location on May 17 from 11:00am - 6:00pm.



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

Through our sponsorship of Kennedy Little League baseball, Isthmus Eye Care is pleased to support nearly 1,000 local youth sports participants. Our community little leagues provide a safe place to play ball, form friendships and learn positive life lessons.



## Book Drive Update and a Big Thank You

During National Library Week April 9-13 Isthmus Eye Care held a book drive to benefit the Madison Public Library's Pinney Branch. We are pleased to report that with help from our generous patients we collected and donated 80 new children's books! Developing early literacy skills is a proven path to greater academic success and we are proud to support our local library friends. Plus who doesn't love Goodnight Moon?





Thursday  
May 17th  
11 am - 6 pm

6012 Gemini Drive  
Madison



## Contact Us

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### Madison Clinic

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## SPRING STYLE SHOW

FEATURING

DUTZ  
EYEWEAR

&

ELLAG

SAVE 20% OFF THE  
FIRST PAIR PURCHASED AND  
50% OFF ALL ADDITIONAL PAIRS!

Madison: (608) 249-5548  
Middleton: (608) 831-3366



Some exclusions apply. | [www.isthmuseye.com](http://www.isthmuseye.com)



Isthmus Eye Care

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