



**FOR IMMEDIATE RELEASE**  
December 15, 2011

CONTACT:  
Joe Lojacono  
Valmark Associates, LLC  
716.836.3414

## **VALMARK ASSOCIATES IS SELECTED BY ROCHESTER EYE & LASER CENTER**

Amherst, NY –**Valmark Associates, LLC**, a marketing consultancy and resource agency, has been selected by the **Rochester Eye & Laser Center** as agency of record. Valmark is providing strategic marketing consultation, media planning & placement, print and broadcast production, mobile marketing, and social media programs. Joe Lojacono is President of the firm.

Rochester Eye & Laser Center offers personal, full-service eye care, ranging from routine eye exams and cataract surgery to the latest technology in laser vision correction, including their new All-Laser IntraLASIK procedure. They also have an onsite optical shop at each of their two locations: Their East End office is located at 30 No. Union St. in Rochester and their Irondequoit office is at 1400 Portland Avenue. Each location offers plenty of free parking.

- more -

For more information, contact either office or visit their web site at [www.rochestereyecenter.com](http://www.rochestereyecenter.com).

Valmark Associates, LLC is a marketing consultancy and resource agency that provides strategic and programmatic marketing support to its clients. The agency uses its professional partner network to deliver results-driven communications to clients across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. For more information, visit their web site at [www.valmarkassociates.com](http://www.valmarkassociates.com) or contact Joe Lojacono at 716.836.3414.

###