



FOR IMMEDIATE RELEASE

June 19, 2019

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**EYE CARE PROFESSIONALS OF WNY
ENGAGES VALMARK ASSOCIATES**

Amherst, NY – **Valmark Associates, LLC**, a marketing consultancy and resource agency, has been hired by Eye Care Professionals of WNY for marketing communications. Work will include strategic consulting, public relations, direct mail and printed collateral materials.

Eye Care Professionals of WNY is a locally owned, multi-office, full-service optometric practice with offices in Buffalo, Cheektowaga, Lancaster and Williamsville. With six Doctors of Optometry and a combined 100 years of experience, Eye Care Professionals of WNY offers complete eye care including exams, eyewear in a wide range of designer styles and colors, sunglasses providing UVA, UVB and blue light protection, as well as the latest contact lens technology. Valmark Associates LLC is a marketing consultancy about ideas.

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The agency improves marketing efforts by integrating client history, industry knowledge and a time-tested approach to generate ideas that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise.

The firm provides marketing services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Joe Lojacono is president of Valmark Associates.

For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono at 716.572.2595.

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