



**FOR IMMEDIATE RELEASE**

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## **Valmark Associates is Selected by Eye Care Firm**

Williamsville, NY, May 8, 2008 – Joe Lojacono, President of **Valmark Associates, LLC**, a full-service marketing resource firm, announced that the firm has been selected by **Fichte, Endl & Elmer Eyecare** as agency of record. Valmark is providing brand identity consultation, creative services, media planning and placement, direct marketing, public relations as well as print and broadcast production services.

Fichte, Endl & Elmer Eyecare is a full-service eye center with locations in Amherst and Niagara Falls, NY. They provide state-of-the-art LASIK procedures, as well as cataract surgery, eye exams and pediatric eye care. They also have a full-service optical store.

Valmark Associates LLC is an advertising and marketing resource agency that uses its professional partner network to deliver results-driven communications to clients across the US. They are headquartered at 300 International Drive in Williamsville, NY. Contact Joe Lojacono at 716.893.1494.