



MEDIA ADVISORY: Dedication Ceremony for Ferris State University 's Michigan College of Optometry building

Sandy C Gholston to: Archive

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From: Sandy C Gholston/FSU

To: Archive/FSU@FERRIS

History: This message has been forwarded.

Good afternoon,

I wanted to extend to you an invitation to attend a dedication for Ferris State University's new Michigan College of Optometry for Collaborative Health Education building. The ceremony will take place on Wednesday, June 8 at the new MCO building located at 1124 South State Street in Big Rapids.

This event is by invitation only and is **not** open to the public. However, we are inviting and encouraging our media members to attend and we will enthusiastically assist your coverage of this dedication ceremony in any way possible.

The dedication begins with the ceremony program from 4:30 to 5:30 p.m. Beginning at 5:30 p.m., there will be a strolling dinner with guided tours led by MCO faculty and students.

Among the speakers scheduled to address the gathering at the dedication ceremony, are:

- **David Eisler**, president of Ferris State University
- **Ron Snead**, chair of Ferris State University's Board of Trustees
- **Michael Cron**, dean of the Michigan College of Optometry
- **Robert Ewigleben**, former president of Ferris State University
- **Kevin Alexander**, former dean of MCO and president of Southern California College of Optometry
- **Darwin Booher**, state senator of Michigan
- **Lillian Kalaczinski**, president of the Michigan Optometric Association
- **Joe Ellis**, president of the American Optometric Association

This is not a comprehensive list. Additional speakers/special guests are scheduled to attend and others will be added as their appearances are confirmed.

Please let us know if you are interested in attending. We would be happy to assist your coverage. If you have any questions about this event or have special requests for interviews/information, please feel comfortable contacting our office at your earliest convenience.

Additionally, Ferris State University News Services will distribute press releases with photographs the following day, June 9. Press releases also will be posted on the News Services website at <http://www.ferris.edu/htmls/news/news/homepage.cfm>

To learn more about MCO, please visit

<http://www.ferris.edu/htmls/colleges/michopt/homepage.htm>

Sandy Gholston

Interim Assistant Director of News Services/Social Media PR

Ferris State University

420 Oak Street

Prakken Building 108

Phone: (231) 591-2021

News Services Web site: www.ferris.edu/news

Ferris State University News Blog: ferrisstatebulldogs.blogspot.com/

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