



**MEDIA ADVISORY: A Reminder About The Michigan College of Optometry Dedication (June 8)**

**Sandy C Gholston** to: Archive

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From: Sandy C Gholston/FSU

To: Archive/FSU@FERRIS

Good afternoon,

I wanted to send out a reminder regarding the dedication for Ferris State University's new Michigan College of Optometry for Collaborative Health Education building. The ceremony is scheduled for (tomorrow) Wednesday, June 8 at the new MCO building located at 1124 South State Street in Big Rapids.

As part of this reminder, 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 be happy to assist your coverage of this dedication ceremony. We believe this will be an excellent opportunity to engage many of the individuals involved with the MCO building project.

The dedication commences 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 of the new educational and health care facility 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. There will be ample opportunities to engage and conduct interviews. There will be a number of excellent opportunities for feature stories coming out of this dedication.

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.

We hope to see you at MCO for the historic dedication of our new facility.

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>

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