



FYidoctors Grows to 40 Locations in Ontario

CALGARY, AB (December 12, 2019) – FYidoctors, the world's largest optometrist-owned eye care company, today announced Muskoka Vision as the latest clinic to join the company. This addition marks the company's 40th location in Ontario.

Established in 2010, Muskoka Vision is a full-service vision centre led by Dr. Colin Bowser which offers eye exams, contact lenses, and eye surgery co-management. Known to deliver comprehensive eye care and high-quality, affordable products, they look forward to continue serving the community from their current location only now under the FYidoctors banner.

"The addition of Muskoka Vision to the FYidoctors family is a milestone for us, as not only does this mark our first location in the Muskoka area, but also the 40th FYidoctors location in Ontario," said Dr. Alan Ulsifer, CEO and Chairman of FYidoctors. "Entering new regions and enhancing the lives of its residents is always an exciting task and we are delighted to do so in this instance with Dr. Bowser and his team."

Dr. Bowser added that the decision to join FYidoctors was one which made a lot of sense to the needs and expectations of existing Muskoka Vision clients.

"The client base we've built in the Muskoka area has come to expect exceptional eye care and, by joining FYidoctors, we'll be able to maintain that and provide the added benefits that come with an FYidoctors clinic," said Dr. Bowser. "We've always taken pride in the experience we provide our patients and are excited to enhance that through this move."

Muskoka Vision will now have access to the Internal Freeform technology that produces high-quality lenses from FYidoctors' ophthalmic laboratory in Delta, B.C., in addition to a variety of support and a wide range of designer frames.

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About FYidctors

FYidctors is the world's largest doctor-owned provider of ophthalmic products and services. A privately held, optometrist-owned-and-operated eye care company, with over 500 optometrists, 250 locations and 2500 employees, the organization strives to deliver outstanding patient eye care. Headquartered in Calgary, Alberta, the company owns and operates a fully automated, [freeform](#) laboratory and distribution facility located in Delta, British Columbia. To learn more please visit fyidctors.com.