



## **FYidctors announces merger with Nowlan & Moore Optometric**

*Two clinics in Manitoba added to the FYidctors banner*



**CALGARY, AB (December 3, 2020)** – FYidctors, the world's largest optometrist-controlled eye care company, is pleased to announce today the addition of two locations in the province of Manitoba. Situated in the cities of Winkler and Winnipeg, the merger brings the total number of FYidctors clinics in the province to five.

Founded in Winnipeg in 1920 by Harry S. Nowlan; Dr. Herbert Moore joined the clinic in 1949, forming Nowlan & Moore Optometric. The practice opened a second location in Winkler in 1954, and welcomed current president and owner, Dr. Ross F. Moore in 1980. A highly experienced and skilled eye care professional, Dr. Moore holds a BSc from the University of Manitoba, in addition to his Doctor of Optometry from the University of Waterloo. Proudly serving the community for over a century, the practice is known for its friendly, caring, and knowledgeable staff and its specializations in vision therapy, eye muscle imbalance and computer vision syndrome.

“We’re pleased to welcome Nowlan & Moore Optometric to the FYidoctors banner and to begin working with Dr. Moore and his team,” said Dr. Alan Ulsifer, CEO and Chairman of FYidoctors. “FYidoctors’ focus is to enhance the lives of patients through vision care and for over 100 years Nowlan and Moore Optometric has been doing just that. We look forward to seeing this partnership flourish.”

In addition to the new partnership with FYidoctors, Nowlan and Moore Optometric is also pleased to move its operations into the Grimard Optique Winnipeg location – a subsidiary of FYidoctors. Founded by Robert Grimard in 2010, the open, comfortable, and bright vision clinic offers high quality frames and lenses. With this announcement comes plans to merge the two Winnipeg locations and operate a newly created Grimard Optique | Nowlan & Moore Optometric, Partners of FYidoctors banner.

“Providing the highest standard of comprehensive vision care continues to be our number one priority,” said Dr. Moore. “We’re thrilled to now work alongside a reputable optometry-led organization like FYidoctors and the added benefits, resources and tools this partnership brings to our patients.”

In 2019, Statistics Canada reported a 1.19% increase in Manitoba’s overall population growth – a number that is expected to rise year-over-year with migration to the province. FYidoctors looks forward to continuing to grow its footprint across the Prairie provinces in the years to come and serving these growing communities.

–30–

## **Media Contact**

Jerry Nasr  
PR and Social Communications Manager  
[media@venturecommunications.ca](mailto:media@venturecommunications.ca)  
416.585.2090

## **About FYidoctors**

FYidoctors is the world's largest optometrist-controlled provider of ophthalmic products and services. A privately held, optometrist-owned-and-operated eye care company, with over 550 optometrists, 250 locations and 2,700 employees, the organization strives to deliver outstanding patient eye care. Named one of Canada’s Best Managed Companies in 2020, Home Office is located in Calgary, Alberta, and the company owns and operates a fully automated, freeform laboratory and distribution facility located in Delta, British Columbia.

For information on FYidoctors, please visit [www.fyidoctors.com](http://www.fyidoctors.com).