

FOR IMMEDIATE RELEASE

Press contact:

Beatrice Bugnosen
Absolute Pitch Public Relations
(o) 347.527.2196
(c) 917.848.0919
beatrice@absolutepitchpr.com



PARK AVENUE LASER VISION – NEW WEBSITE Features Laser Surgery Simulator

New York, NY – July 18, 2008...Dr. Emil Chynn of the Park Avenue Laser Vision (PALV) Center is setting the standard for medical professionals practicing not only the latest techniques in laser vision correction but employing innovative marketing techniques as well. PALV officially launched their new website this month, which features a simulation of a laser eye surgery to give viewers a clear idea of what to expect during the procedure.

PALV is currently launching their new website which features a “simulator” that enables the viewer to experience a simulation of the actual laser surgery. The new website also includes a video gallery (put together by SalemGlobal Internet Website Marketing) that includes segments of PALV’s head, Dr. Emil Chynn, on recent TV appearances and a patient surgery narrated by the patient himself. There is also a rotating carousel with patient testimonials and a way to browse through the first chapter of Dr. Chynn’s upcoming new book *Laser Vision Surgery*. “All of this helps remove any mystery around laser eye surgery and perhaps trepidation one may have towards the procedure,” explains Dr. Chynn.

Dr. Chynn also entices new patients by holding bi-monthly free seminars that are open-to-the-public and allows visitors to observe right in the procedure room next to him during a patient’s surgery. Dr. Chynn has performed over 11,000 cases without a single lost or settled lawsuit. He also holds an MD from Columbia University and an MBA from NYU.

To attend a free surgery seminar, call (888) I-WANT-2020 (888-492-6820), or (212) 741-8628 (M-F, from 10-6) to reserve a seat. Upcoming seminars will be held on 7/9, 7/23, 8/6, and 8/15 at 5 – 6:30pm at Park Avenue Laser Vision, located **at 102 E. 25th St. (at Park Avenue South), New York, NY 10010.**
www.ParkAvenueLaser.com

#