

# Eddie gets Eagle Vision in new Optimax TV ad

Submitted by: MediaCom

Friday, 11 May 2012

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Optimax, the laser eye surgery specialists, this week unveil a new TV commercial starring former Olympic ski jumper, Eddie 'The Eagle' Edwards.

Britain's favourite death-defying sportsman has recently appeared on BBC's Sport Relief, dazzling the audience with his agile dance moves in the guise of Austin Powers.

Eddie had surgery with Optimax ([http://www.optimax.co.uk/patient\\_reviews/eddie.aspx](http://www.optimax.co.uk/patient_reviews/eddie.aspx)) in 2003. His prescription meant that he was not suitable for laser eye surgery, so he opted instead for lens implants

(ICL treatment).

"I'd always worn really thick glasses since I was very young, and being able to see without them is wonderful" he said.

The 30 second TV ad shows Eddie jumping in the 1987 World Championships, He reveals that he regularly jumped in a state of near blindness as his trademark specs would steam up under his mask;

"It was very dangerous, taking off during a jump and not being able to see properly. Having the surgery has improved my whole life. I would recommend Optimax to anyone – it's been fantastic"

"At Optimax we offer a wide range of vision correction options, including alternatives to laser treatment. This means we can treat almost any prescription" said Optimax chairman Russell Ambrose

The new TV ad is showing on UK Satellite channels.

To view the ad, please visit [http://www.youtube.com/watch?v=nVkc1UZos\\_g](http://www.youtube.com/watch?v=nVkc1UZos_g)  
([http://www.youtube.com/watch?v=nVkc1UZos\\_g](http://www.youtube.com/watch?v=nVkc1UZos_g))

## About Optimax

Founded in 1991, Optimax is a laser eye surgery specialist with 29 clinics across the UK.

It is a specialist UK laser eye surgery clinic chain (<http://www.optimax.co.uk/>), with expertise gained from more than 350,000 treatments. Its recent GBP £5m investment in the latest technology means that more people than ever are achieving 20:20 vision.

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