

Edinburgh Leisure has a new sporting partner

Black & Lizars, Scotland's largest independently-owned optometrist, has reinforced its commitment to health and wellbeing in the communities in which it operates with a new alliance with Edinburgh Leisure.

The three-year partnership will promote the importance of good eye care in a wide range of sports which are provided by the not-for-profit organisation which manages 30 leisure venues on behalf of City of Edinburgh Council.

Becoming a corporate partner of Edinburgh Leisure will allow Black & Lizars, which is about to open a new flagship practice in Frederick Street, off internationally-acclaimed shopping venue Princes Street in Edinburgh, to connect with the customers who make three million visits annually to Edinburgh Leisure facilities.

It will have a particularly strong presence in prestige venues such as the Royal Commonwealth Pool, host venue for the Commonwealth Games diving event, Craiglockhart Leisure and Tennis Centre, Edinburgh International Climbing Arena and Meadowbank Sports Centre.

Mark Ross, chief executive of Black and Lizars, said: "At Black & Lizars, we understand the importance of community leisure services in promoting health and well-being. This partnership with Edinburgh Leisure will reinforce these goals by emphasising the importance of good eye care across a number of sporting activities.

"We are looking forward to developing our relationship further to help support the excellent services provided by Edinburgh Leisure."

The Black & Lizards message will be placed across a wide range of media, with catchy, sporting-themed slogans, as well as through social media and web-based activities.

The company is investing £500,000 in its upscale property in Frederick Street, adding to its 24-strong network of practices in Scotland, ranging from Aberdeen to Troon. It also has an outlet in Northern Ireland.

The 180-year-old firm has industry-leading technology which is significantly more advanced than that of its competitors, including 3D eye scanners. The Frederick Street practice will also have advanced equipment such as ultra-wide retina imagers, bespoke hearing and eye test spaces and the lower ground floor will house a special area for children.