



# \$100 GVS Bonus Check

TO BE USED TOWARDS AN ADDITIONAL PAIR OF EYEGLASSES  
For **PSC Cuny Welfare Fund** Members

This \$100 GVS gift check, can be used for family members not eligible for the benefit or for eligible members purchasing a second pair of eyeglasses or prescription sunglasses. Minimum purchase must be \$150, and cannot be combined with vouchers or any other offers, sales and specials. This is not redeemable for cash.

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Dear Member:

Many of our members may be unaware of the "new" GVS. The company has worked hard to bring all of its outlets up to a high standard of service and product. They have enhanced their buying program and assured a uniform collection of frames. GVS has expanded their network to now include Cohen's Fashion Optical and Sterling Optical, which give them a more convenient presence in malls and major shopping areas.

Many of our members use **non-GVS** services and apply for the bi-annual \$100 reimbursement. We see the underlying bills. A lot of money is spent out-of-pocket. The value of the GVS benefit at retail often exceeds \$300 (depending upon actual lens type and prescription).

In order to re-introduce GVS to our members, we have worked out a program whereby you can use a "bonus check" toward the purchase of an additional pair of eyeglasses at GVS, **regardless of your current optical eligibility status**. This may be used by yourself or a family member. You are not constrained by the "once-every-two-years" rule and you need not even be presently eligible.

All you have to do is purchase \$150 or more at GVS retail prices and apply the attached check. **This cannot be applied to or combined with your normal optical benefit.**

We hope that you will find a new level of commitment and quality at GVS and will consider using them for your standard optical benefit. Please let us know what you think.

**YOU CAN NOW MAKE YOUR EYE APPOINTMENT ONLINE AT [www.generalvision.com](http://www.generalvision.com)**

Sincerely,

Larry Morgan  
Executive Director

# PARTICIPATING GVS LOCATIONS

**NEW YORK  
MANHATTAN**  
**Chelsea**  
General Vision @  
Cohen's Fashion Optical  
275 7th Ave. (25th Street)  
(212) 691-1709

**Downtown**  
General Vision  
52 Duane St.  
(Btwn Bdwj & Lafayette St.)  
(212) 513-0115

Pacific Optometry  
87-89 Elizabeth St  
(212) 219-8260

**East Side**  
Cohen's Fashion Optical  
106 East 23rd Street  
(Between Park and  
Lexington Ave.)  
(212) 677-3707

**Harlem**  
Cohen's Fashion Optical  
86 West 125th St.  
(212) 996-2676

**Inwood**  
Superior Vision Center  
4767 Broadway  
(212) 567-9351

**Lower East Side**  
Cohen's Fashion Optical  
33 Maiden Lane  
(212) 232-0065

Cohen's Fashion Optical  
117 Orchard Street  
(212) 674-1986

Cohen's Fashion Optical  
133 Second Avenue  
(212) 254-0246

**Midtown East**  
Cohen's Fashion Optical  
545 Fifth Avenue.  
(212) 697-0915

Cohen's Fashion Optical  
50 East 42nd St.  
(212) 697-1838

**Midtown West**  
General Vision  
330 West 42nd St.  
(bet. 8th/9th Ave.)  
(212) 594-2831

**Upper East Side**  
General Vision @  
Metropolitan Hospital  
1901 First Ave.  
Room 1D18-1st Fl.  
(212) 423-0665

Cohen's Fashion Optical  
805 Third Avenue (50th St.)  
(212) 750-9005

Cohen's Fashion Optical  
767 Lexington Ave (60th St.)  
(212) 751-6652

Cohen's Fashion Optical  
681 Lexington Ave.  
(212) 317-0067

Cohen's Fashion Optical  
177 E. 86th St.  
(212) 426-1222

Specs For Less  
1904 Third Ave./105 St.  
(212) 831-3162

Cohen's Fashion Optical  
1369 Third Avenue  
(212) 988-8505

**Upper West Side**  
Cohen's Fashion Optical  
167 W. 72nd St.  
(212) 362-4110

Cohen's Fashion Optical  
2933 Broadway  
(212) 662-0400

Cohen's Fashion Optical  
2565 Broadway  
(212) 666-2615

Ultimate Spectacle  
4250 Broadway  
(212) 795-5640

Cohen's Fashion Optical  
681 Lexington Ave.  
(212) 317-0067

**West Side**  
General Vision  
20 West 14th St.  
(212) 229-1470

**QUEENS**  
**Astoria**  
General Vision  
30-42 Steinway St.  
(718) 726-5503  
**Location closing  
12/31/2009**  
**All patient files will be at  
Cohen's Fashion Optical  
30-95 Steinway Street  
(718) 274-3500**

Cohen's Fashion Optical  
22-19 31st St.  
(718) 777-7678

**Bayside**  
Cohen's Fashion Optical  
Bay Terrace Shopping Center  
211-51 26th Ave.  
(718) 631-3699

Eye Supply of Bayside  
39-25 Bell Blvd  
(718) 279-2020

**College Point**  
Sterling Optical  
132-07 AA 14th Ave.  
(718) 357-5111

**Corona**  
Cohen's Fashion Optical  
102-19 Roosevelt Ave.  
(718) 507-8200

Lens Lab Express of Corona  
37-40 Junction Blvd.  
(718) 507-8114

**Elmhurst**  
Cohen's Fashion Optical  
Queens Center Mall  
90-15 Queens Blvd.  
(718) 592-5200

**Forest Hills**  
General Vision @  
Cohen's Fashion Optical  
116-53 Queens Blvd.  
(718) 261-3540

**Howard Beach**  
Optical Illusions  
160-55 Cross Bay Blvd.  
(718) 835-2020

**Jackson Heights**  
Cohen's Fashion Optical  
37-33 82nd St.  
(718) 458-8800

**Jamaica**  
Lens Lab Express/GVS  
163-34 Jamaica Ave.  
(718) 526-2332

Eyecare Express  
221-05 Jamaica Ave.  
(718) 465-9500

**Richmond Hill**  
General Vision @  
Cohen's Fashion Optical  
115-10 Liberty Ave.  
(718) 323-6410

**Ridgewood**  
General Vision Express  
57-52 Myrtle Ave.  
(718) 497-2020

**Woodside**  
CN Vision Care  
45-55 46th Street  
(718) 392-1244

**BROOKLYN**  
**Bayridge**  
Lens Lab Express  
482 86th St.  
(718) 921-5488

**Bensonhurst**  
Cohen's Fashion Optical  
2167 86th Street  
(718) 946-3647

Mega Vision Center  
187 Ave. U  
(718) 373-2020

**Boro Park**  
Leon Beer Optician  
4410 18th Ave.  
(718) 853-7203

**Canarsie**  
Perfect Eye Care  
1944 Ralph Ave.  
(718) 763-2020

**Coney Island**  
Mermaid Optical  
2819 Mermaid Ave  
(718) 265-6066

**Crown Heights**  
Franklin Primary Eye Care  
847 Franklin Avenue  
(718) 604-1002

Family Vision Center  
291 Utica Avenue  
(718) 778-1234

**Downtown**  
General Vision  
66 Court Street  
(btwn Joralemon &  
Livingston St.)  
(718) 625-0025

**East New York**  
Eyesite Vision II  
1125 Liberty Ave.  
(718) 235-7900

**Flatbush**  
Lens Lab Express of Flatbush  
972 Flatbush Ave.  
(718) 826-0005

Family Vision Center  
1023 Church Ave.  
(718) 826-1234

Sterling Optical  
524 Clarkson Ave.  
(718) 778-3036

General Vision  
2504 Flatbush Ave.  
(718) 253-7700

**Kings Plaza Mall**  
Cohen's Fashion Optical  
5171 Kings Plaza Mall  
(718) 951-9800

**Midwood**  
Kings Highway Optical  
1302 Kings Hwy.  
(718) 627-8900

**Park Slope**  
Cohen's Fashion Optical  
298 7th Ave.  
(718) 768-3939

**Sheepshead Bay**  
Vogue Optical  
3723 Nostrand Ave.  
(718) 646-6200

**Sunset Park**  
Cohen's Fashion Optical  
5202 5th Ave.  
(718) 492-0515

Optical Latina  
5418 5th Ave.  
(347) 422-0821

**Williamsburg**  
Lens Lab Express  
of Graham Ave.  
28 Graham Ave.  
(718) 486-0117

**BRONX**  
General Vision @  
Lincoln Hospital  
234 East 149th St.  
Room 2-A3  
(718) 665-0611

**Broadway**  
Broadway Eyecare  
5571 Broadway  
(718) 543-2020

**Bruckner**  
Vision Quest Optical  
880 White Plains Rd.  
(718) 239-9389

**Co-Op City**  
Bronx Eyecare  
2075 Bartow Ave.  
(718) 671-5666

**East Tremont**  
Superior Vision Center  
748 East Tremont Ave.  
(718) 294-1083

Cohen's Fashion Optical  
3416 Jerome Ave.  
(718) 325-3160

**Fordham**  
Bronx Eyecare  
2374 Grand Concourse  
(718) 365-6300

**Hunts Point**  
Lens Lab Express  
940 Southern Blvd.  
(718) 860-2323

**Parkchester**  
Designer Optical  
1440 Metropolitan Ave.  
(347) 281-4441

**Pelham Manor**  
Sterling Optical  
2168 White Plains Rd.  
(718) 931-0500

**Pelham Parkway**  
Bronx Eye Associates  
665 Pelham Parkway  
Suite 202  
(718) 547-2020

**South Bronx**  
Cohen's Fashion Optical  
(formerly Eye Encounter/  
Optic Zone)  
2856 Third Ave.  
(718) 585-5100

**Wakefield**  
SAJO Optometric Care  
801 East 233rd Street  
(347) 603-7125

**STATEN ISLAND**  
**Stop & Shop  
Shopping Center**  
General Vision @  
Cohen's Fashion Optical  
2748 Hylan Blvd.  
(718) 979-2200

**Staten Island Mall**  
Cohen's Fashion Optical  
Staten Island Mall  
(718) 698-6666

**Forest Avenue  
Shopping Center**  
Specs For Less  
1489 Forest Ave.  
(718) 727-5059

**Greenridge Plaza**  
Specs For Less  
3245 Richmond Ave.  
(718) 605-4102

**Southshore Commons**  
Specs For Less  
2935 Veterans Road West  
(718) 967-2869

**NASSAU**  
**Bellmore**  
Optical Concepts  
2469 Merrick Rd.  
(516) 785-2288

**Garden City**  
Cohen's Fashion Optical  
Roosevelt Field  
Shopping Center  
(516) 294-0011

**Hicksville**  
General Vision  
232 Old Country Rd.  
(516) 681-3110

**Levittown**  
S.H. Laufer Vision World  
3543 Hempstead Tpke.  
(516) 731-1400

**Lynbrook**  
Vision World of Lynbrook  
481 Sunrise Hwy.  
(516) 599-4125

**Massapequa**  
Cohen's Fashion Optical  
224 Sunrise Mall  
(516) 795-3030

**New Hyde Park**  
Eye Land Vision Center  
665 Hillside Ave.  
(516) 328-1200

**Oceanside**  
Vision Decision  
40 Atlantic Avenue  
(516) 255-2020

**Rockville Centre**  
Cohen's Fashion Optical  
560 Sunrise Hwy.  
(516) 766-0550

**Valley Stream**  
Cohen's Fashion Optical  
11-12 Green Acres Mall  
(516) 825-4900

**West Hempstead**  
General Vision @  
Cohen's Fashion Optical  
500 Hempstead Tpke.  
(516) 489-2262

**SUFFOLK**  
**Bayshore**  
Sterling Optical  
South Shore Mall  
1701 Sunrise Hwy.  
(631) 666-4960

Eye Supply of Bay Shore  
8 Saxon Avenue - Suite B  
(631) 666-1900

**Bellport**  
EyeCare Center of Bellport  
5 Bellport Lane  
(631) 286-4014

**Commack**  
Absolute Optical  
16 Vanderbilt Parkway  
(631) 499-6669

**East Northport**  
Larkfield Optical  
517 Larkfield Road  
(631) 368-2020

**Greenport**  
Greenport Eyeworks  
137 Third St.  
(631) 477-1800

**Holbrook**  
Sterling Optical  
5801 Sunrise Hwy  
(631) 567-4411

**Huntington Station**  
Sterling Optical  
259 Walt Whitman Rd.  
(631) 427-7300

**Lake Grove**  
Cohen's Fashion Optical  
Smithhaven Mall  
(631) 361-7310

**Lindenhurst**  
General Vision @  
Cohen's Fashion Optical  
350 East Montauk Hwy.  
(near Park Ave.)  
(631) 225-5828

**Patchogue**  
General Vision @  
Cohen's Fashion Optical  
Gateway Plaza  
499-80 Sunrise Highway  
(631) 289-2010

**Port Jefferson**  
Eye Supply of Port Jef-  
ferson  
1092 Route 112  
(631) 474-3937

**Riverhead**  
General Vision @  
Cohen's Fashion Optical  
Riverhead Plaza  
755 Old Country Rd.  
(631) 727-3173

**Sayville**  
Long Island Surgical Care  
153 Main Street  
(631) 567-8852

**Shirley**  
General Vision @  
Cohen's Fashion Optical  
Southport Shopping Center  
999-3 Montauk Hwy.  
(631) 399-6992

**Southampton**  
Dr. Stephen Morganstern  
351 Meetinghouse Lane  
(631) 266-2424

**DUTCHESS**  
**Poughkeepsie**  
Ultimate Spectacle  
Poughkeepsie Galleria  
(845) 298-0992

**ORANGE**  
**Middletown**  
Cohen's Fashion Optical  
Galleria @ Crystal Run  
(845) 692-5800

**Blooming Grove**  
Washington Eye Associates  
2877 Route 94  
(845) 496-9999

**Monroe**  
Mid-Hudson Optometric  
Associates  
371 State Route 17M  
(845) 782-3937

**Newburgh**  
Sterling Optical  
1401 Route 300  
(845) 564-3522

**ROCKLAND**  
**New City**  
New City Eyes  
191 South Main St.  
Town Plaza Shopping  
Center  
(845) 638-1234

**WESTCHESTER**  
**Pelham Manor**  
Vision World  
of Pelham Manor  
4678 Boston Post Road  
(914) 738-2885

**Peekskill**  
OIC Optical  
Beach Shopping Center  
(914) 737-0437

**Portchester**  
Port Chester Eye Care  
125 Main Street  
(914) 481-1577

**White Plains**  
Cohen's Fashion Optical  
The Galleria  
(914) 428-0300

**Yonkers**  
Sterling Optical  
Cross County  
Shopping Center  
(914) 968-6600

**Yorktown Heights**  
Sterling Optical  
650 Lee Blvd.  
(914) 245-8111

**NEW JERSEY**  
**BERGEN**  
**Dumont**  
Dumont Eye Care  
125 Washington Ave.  
(201) 385-3055

**Paramus**  
Lens Lab Express of  
Paramus  
193 Route 17 South  
(201) 261-8020

Cohen's Fashion Optical  
1 Garden State Plaza  
(201) 587-0122

**BURLINGTON**  
**Willingboro**  
Dr. Martinique's Vision Care  
2 Sheffield Dr.  
(609) 877-8550

**ESSEX**  
**East Orange**  
Dr. Spiro Antonacos  
582 Central Ave.  
(973) 673-7700

**Cedar Grove**  
Dr. Spiro Antonacos  
466 Pompton Ave.  
(973) 239-8381

**Irvington**  
Becker Opticians  
1068 Clinton Ave.  
(973) 399-0909

**Livingston**  
Invision Eye Care  
57 East Mt. Pleasant Ave.  
(973) 533-1333

**Newark**  
Urban Eyes  
787 Broad Street  
(973) 643-3343

**HUDSON**  
**Jersey City**  
Cohen's Fashion Optical  
Journal Square  
(201) 795-3434

**Union City**  
Crystal Lens Express  
3907 Bergenline Ave.  
(201) 865-8300

**West New York**  
Lens Lab Express  
of W. New York  
59-17 Bergenline Ave.  
(201) 861-0016

**MIDDLESEX**  
**Woodbridge**  
Cohen's Fashion Optical  
460 Woodbridge Center Dr.  
(732) 636-2112

**MONMOUTH**  
**Freehold**  
Cohen's Fashion Optical  
Freehold Raceway Mall  
(732) 303-9555

**Keyport**  
Specs For Less of Keyport  
1 Route 35 South  
(732) 264-2500

**MORRIS**  
**Rockaway**  
Cohen's Fashion Optical  
Rockaway Town Square Mall  
(973) 366-2072

**PASSAIC**  
**Paterson**  
Eye Contact Optical  
165 Main St.  
(973) 278-1838

**UNION**  
**Elizabeth**  
Cohen's Fashion Optical  
651 Kapkowski Road  
Jersey Gardens Mall  
(908) 354-1599

Lens Lab Express  
of Elizabeth  
1167 Dickinson St.  
(908) 351-6277

**CONNECTICUT**  
**FAIRFIELD**  
**Danbury**  
Cohen's Fashion Optical  
Danbury Fair Mall  
7 Backus Rd.  
(203) 790-1341

**HARTFORD**  
**Farmington**  
Cohen's Fashion Optical  
113 West Farms Mall  
(860) 521-4141

**FLORIDA**  
**BROWARD**  
**Pembroke Pines**  
Cohen's Fashion Optical  
11401 Pines Blvd. #352  
(954) 436-0966

**Plantation**  
Cohen's Fashion Optical  
Broward Mall  
(954) 472-4777

**PENNSYLVANIA**  
**BUCKS**  
**Langhorne**  
Cohen's Fashion Optical  
Oxford Valley Mall  
2300 East Lincoln Highway  
(215) 757-4111

**PUERTO RICO**  
**HATO REY**  
Cohen's Fashion Optical  
Plaza Las Americas  
Location 186  
(787) 777-0990