



FOR IMMEDIATE RELEASE

June 6, 2011

**Contact: Molly Skold**

Marketing Director

Molly.Skold@mutualofomaha.com

Cell (402) 598-9676

### **Definitive Vision Now Open in Midtown Crossing**

Omaha, Neb. – Midtown Crossing has added another service provider to its growing roster. Definitive Vision, an independently owned, full service eye care center, is now open and accepting patients.

"I chose Midtown crossing because I feel this area is under-served for eye care," said Dr. Shannon Elwood, owner of Definitive Vision. "The development's image also fit my goal of wanting to be more unique and trendy in the types of frames that I wanted to carry."

Dr. Elwood has been practicing optometry for over 7 years. He specializes in family, preventative eye care with a strong emphasis on contact lenses. A VSP provider, Definitive Vision's goal is to utilize the latest in eye examination techniques, technology and equipment, as well as offer the latest trends and fashions in prescription eyewear. Prior to opening Definitive Vision, Dr. Elwood practiced as an independent contractor inside of Target Optical in northwest Omaha.

"I decided to go on my own because I wanted to offer something different and more customized to my patients," he said.

Definitive Vision, located at 3157 Farnam St., accepts most insurance plans including the Mutual of Omaha Exclusive Care Plan, Blue Cross Blue Shield Preferred and Medicare.

Midtown Crossing is urban living redefined, the fastest-selling condominium community in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010).

Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing boasts 225,000-square-foot of unsurpassed dining, diversion and retail as well as nearly 500 condominium and apartment units, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site, [www.midtowncrossing.com](http://www.midtowncrossing.com) or contact Molly Skold at (402) 598-9676 or [Molly.Skold@mutualofomaha.com](mailto:Molly.Skold@mutualofomaha.com).

####