

# UC Irvine Athletics Partnering with Surf City Optometry

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By: Alex Roberts-Croteau

**IRVINE, Calif.** --- UC Irvine Athletics is proud to announce the newest partnership with local vision performance titan, Surf City Optometry, to provide consultation and services to the Anteater programs and their student-athletes.

"I'm thrilled to introduce sports vision performance services that we have implemented with Professional and Senior U.S. National Teams to UCI Athletics," lauded Surf City Optometry's founder, optometrist, and director of sports vision, Dr. Bronson Hamada. "Vision is an integral piece of the human performance puzzle, yet it is one of the least understood and often taken for granted. The eyes lead the body!"

Vision is the guiding sense for an athlete! Fixing a minor deficiency, or improving a critical vision skill, can pay big dividends. It could be as simple as showing an athlete how an elite performer would use their vision skills to accomplish the task. In addition to high performance vision consultation, I am able to provide UCI Athletics immediate access for eye injury, infection, concussion baseline and rehabilitation strategies, classroom performance, health and wellness, and preventative care."

Dr. Hamada and Surf City Optometry have been a trusted resource in the Southern California sports community. They currently work alongside many professional organizations as the director of vision performance for the Los Angeles Rams, team optometrist for the Los Angeles Angels, vision performance provider for eight U.S. National Team, and part of the high performance advisory committee for USA Surfing. Hamada and his office are also part of the Performance Vision Technologies Board that brings Altius sports performance tinted contact lenses to athletes.

"Dr. Hamada is a world class vision performance specialist and coach. He has supported athletes at the highest level of domestic and international competition," said UC Irvine's Associate Athletic Director of Health, Wellness & Sports Performance, John Abdou. "Whether its helping professional, Olympic or collegiate athletes he brings a expertise and care that it is vital to high performance success. Myself and Jaime Potter have had the honor of working with him over the last decade and we are excited and grateful to continue that relationship with us at UC Irvine to best serve our student-athletes."

"Anytime I have an opportunity to collaborate with John Abdou, Jaime

Potter, and Justin Hostert, I'm all in. Those three are highly regarded, and their commitment to taking care of athletes is second to none. I share their vision for what they hope to accomplish and for the possibilities at UCI. They're building an amazing network of providers, and I'm very happy to be a part of this. UCI is poised to be at the forefront of high performance athletics and healthy, thriving student-athletes. I'm always mindful that they are "Student-Athletes", and that they are "Students" first. UCI is an academically rigorous environment, so I take a very holistic approach."

### **About Dr. Bronson Hamada/Surf City Optometry**

Dr. Bronson Hamada went to Cal State University, Fullerton. While competing in intercollegiate athletics, he was an NCAA All American in fencing. He received his Doctor of Optometry degree from Indiana University. His practice is called Surf City Optometry and is located in Huntington Beach. He works with 7 U.S. National Teams, and Dr. Hamada is dedicated to helping athletes of all ages and levels to improve their sports vision skills, whether it be vision correction, sports vision assessment and training, eye protection, contact lenses, or routine eye care services.