

Surf City Optometry Provides for U.S. National Volleyball Teams

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Bill Kauffman

Associate Director, Communications

Phone: 719-228-6800

Email: bill.kauffman@usav.org (mailto:bill.kauffman@usav.org)

COLORADO SPRINGS, Colo. (March 6, 2012) – USA Volleyball is pleased to have Surf City Optometry serve as its “Official Eye Care Provider to the U.S. Women’s and Men’s National Volleyball Teams.” It is starting the second year of a two-year agreement with USA Volleyball.

“Dr. Hamada and Surf City Optometry is an excellent addition to our Medical and Performance Team,” said Aaron Brock, director of sports medicine and performance for the U.S. Men’s and Women’s National Teams. “Obviously, eye health and optimal visual performance are absolutely vital for all volleyball players. Not only do our athletes have access to comprehensive eye care from a medical perspective, but we will also benefit from Dr. Hamada’s vision performance enhancement training program.”

Surf City Optometry serves as the “Official Eye Care Provider to the U.S. Women’s and Men’s National Volleyball Teams. Surf City Optometry, based in Huntington Beach, Calif., is led by Dr. Bronson Hamada. It provides year-round consultation for both National Teams with respect to complete eye exams, medical evaluations and visual performance services. Dr. Hamada is one of the leaders in sports performance vision and sensory training.

“One of the highlights of my professional career has been working with USA Volleyball coaches, medical staff and athletes,” Dr. Hamada said. “It has been an amazing collaboration! Rarely does one find so many quality people associated with an organization. As the ‘Official Eye Care Provider to the U.S. Women’s and Men’s National Volleyball Teams,’ my challenge is to give both teams world-class vision care and to equip them visually so that the athletes can use their talents to achieve their human potential. I look forward to watching our teams compete in London.”

The eyes provide crucial information helping athletes to anticipate and to make accurate judgment of speed, trajectory, depth and spin on the ball. Visual cues guide spatial orientation and peripheral awareness. After a traumatic facial injury in August of last year, 2008 Olympic Games gold medalist Reid Priddy showed his grit as he prepared for the FIVB World Cup.

“We compared baseline and post-trauma assessments, then customized an intensive vision training regimen,” Dr. Hamada said regarding Priddy’s vision issues related to the injury. “Reid’s training at Surf City Optometry focused on restoring functional eye movement, depth perception, peripheral vision, visual perception and enhancing motor tactile skills.”

Priddy returned to competition in October of last year, helping his Russia club team Zenit Kazan to a bronze-medal finish in the FIVB Club World Championship event held in Doha, Qatar. He later rejoined the U.S. Men’s National Team in November as the squad played in the FIVB Men’s World Cup in Japan.

Comments

