

## Local Optometrist To Deliver Eye Care In Dubai And Ethiopia

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Cheltenham eye care expert Keith Holland will be travelling Dubai and Ethiopia on 4 May to provide his specialist knowledge in paediatric optometry. Children with special needs from surrounding countries will be flown in for eye assessments and treatment.

Keith's first stop will be the Jumeirah primary school in Dubai, where he'll be providing treatment for six days. Based in the school's large special needs department, Keith will assess children from the surrounding area and even neighbouring countries. He will then go on to a paediatric occupational therapy clinic for three days before leaving Dubai.

This will be Keith's tenth trip to Dubai. During his time there, he'll be the only specialist paediatric optometrist working in the Middle East. Keith says "It's very important that I carry out this trip on an annual basis, to give children with special needs the opportunity to be independent at home and at school. This type of therapy can help with eating, dressing, coordination, using their hands and perception."

The last part of the trip will take Keith to the region of Addis Ababa in Ethiopia, where he'll be looking at the work of an urban regeneration project, supported by his home church in Cheltenham. The main reason for this part of the trip is for Keith to look at the possibility of setting up an eye clinic in the area. Part of this regeneration project is to also discuss the possibility of setting up training facilities for opticians in the country.

Further information and interviews with Keith Holland are available on request

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### ABOUT KEITH HOLLAND & ASSOCIATES

Keith Holland & Associates is a Cheltenham based, award winning optometric practice, set up by Keith and Clare Holland in 1989. They specialise in several niche areas, including vision therapy for children and sports vision, as well as providing routine eye care treatment for all ages.

The practice employs four optometrists, two dispensing opticians and a vision therapist, along with a team of highly trained support staff. Keith Holland & Associates has twice been recognised and awarded as The Specialist Eye-care Team Practice of the Year, as well as becoming the Children's Eye Care Practice of the Year and has also twice gained recognition as Investors in People.

### ABOUT MISSION FOR VISION

Mission for Vision comprises Christian opticians and volunteers who use their skills to improve the quality of life of others. The team links with local churches and clinics to deliver a comprehensive eye care programme to those living in the poorest regions of the developing world.

[You can find this press release here](#)