

**May 2018**  
**OWA Sponsorship Press Release**



**iMatrix Sponsors the Optical Women's Association**

iMatrix, a San Diego-based website and online marketing service for eye care professionals, announced its sponsorship of the Optical Women's Association. iMatrix intends to offer superior, industry-specific marketing resources and valuable, educational content to the members of OWA.

The Optical Women's Association is a non-profit that supports and encourages the professional development of women in the optical industry through networking, events, and education. OWA operates on a commitment to promoting leadership roles and recognizing the accomplishments of women in the industry. iMatrix's sponsorship of the association aims to encourage the professional growth of OWA members by enhancing their marketing strategies and providing tools to build their careers.

According to iMatrix Business Development and Sales Manager, Danielle Astilla, the sponsorship allows iMatrix the opportunity to give back to eye care professionals and others in their field.

"We've joined forces with the OWA in order to make current online marketing resources and services readily available to their members," she said. "At iMatrix, we have provided small, and medium sized businesses with innovative online marketing solutions since 2002. The OWA is an excellent source for the women of the eye care industry to get tips on how to improve within their field and provide more people with the vision and health care they need."

**About iMatrix: The Leader in Eye Care Website Services**

iMatrix believes that a strong foundation builds long-term success. Beginning with a personalized, responsive website, iMatrix creates a significant online presence for your business through marketing strategies that are customized to fit your practice's needs. Through methods such as search engine optimization, social media management, original content creation, and pay-per-click advertising, iMatrix boasts a variety of methods to help eye care professionals thrive in the digital space and attract more clients. Visit iMatrix online at [imatrix.com](http://imatrix.com) or call 888.410.5938.

**About the Optical Women's Association**

Founded in 1997, OWA has been empowering women in the optical industry for over 20 years. This non-profit organization strives to connect women, promote leadership, and raise awareness of women's contributions throughout the industry by offering networking events and educational opportunities designed to help members excel in their fields. OWA is more than an association, it is a community of like-minded women who provide support and guidance to their members as they navigate their careers in eye care. To learn more, visit OWA at [opticalwomen.com](http://opticalwomen.com).