

## Welcome Aboard

I'd like to thank all our new customers for finding us.

**J Holmes, J Traynor,  
M Graham,  
A McNicholl,  
G Edwards, A  
Murphy, J Turner,  
A McGraghan,  
D Smyth, P McKillop,  
J Holmes**



## We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

For new customers, this unusual publication is an open dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company.

For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

**brian@johnlaverty.co.uk**

## John Laverty Optometrists



Coming into Spring we are optimistic once again that life will gradually grasp some normality as the days become longer and the signs of new life appear.

Speaking of which.....welcome aboard Noah. Emma who works in Ballymoney and Coleraine had a beautiful baby boy on the 7th January, weighing in at 7lbs 8oz, all fit and healthy and becoming a great little brother.



The snow drops are popping up in our garden as are the daffodils which are a lovely reminder that despite rescheduled holidays, home schooling and the rest, life and mother nature keeps ticking

on. I know lockdown 1.0 helped me get on top of my garden and during this lockdown I've added another 2 raised beds for veg as well as planting some fruit trees which I'll tell you about later.

To pass the time people are also buying more online and I surveyed some people to see if they had made any unexpected lockdown purchases. We bought a waffle maker (it was the kids really!), Jocelyn's hubby bought a pressure hose foam maker (her car will be sparkling), Veronica bought a very practical desk tidy (her life is now complete!) and another couple finally got round to updating their bedroom, complete with very expensive linens!

This review from Shari highlights what she was purchasing recently.



Thanks again Shari, you have also been entered into our Causeway Coast Helicopter prize for later in the year.

So however you are putting in the time, inside or outside, reading or just tidying your desk, remember

*"The rain of today, will bring tomorrow's bloom"* Goldford.

Your song recommendation, *Walk with me*, by Goldford.

John Laverty Opticians

## Newsletter Vol 6. Issue 1

I'm jam packing this newsletter with inspirational people. Maybe a reference to a book, a website, a song or a TV programme.

As an essential service we have been working through January/February but obviously at a much lower level.

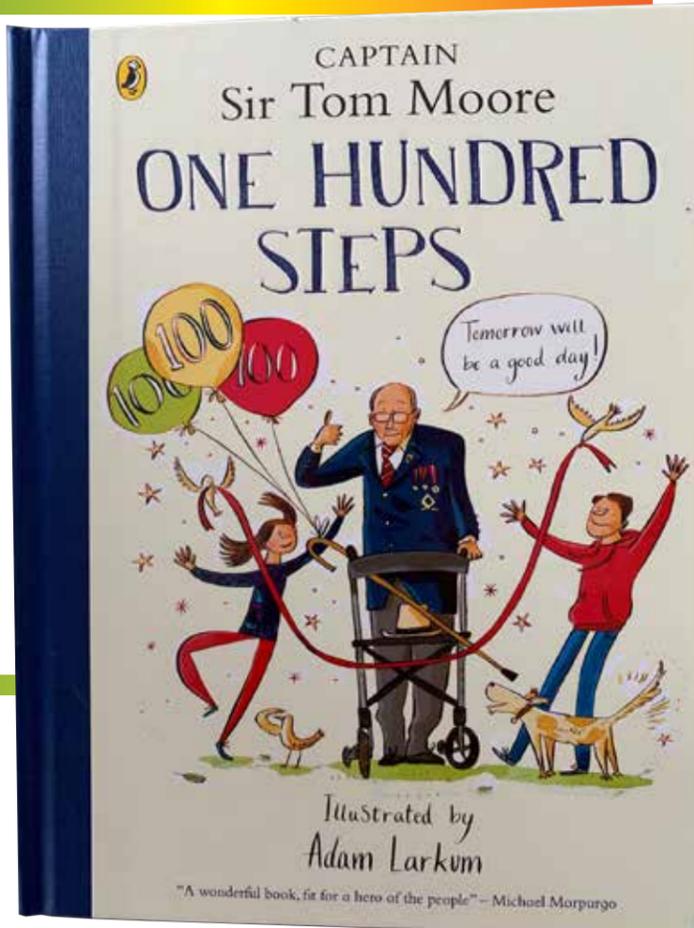
Getting vaccinated was a milestone and we can see confidence building as other groups get theirs too.

*Brian*



This is a children's book recommendation. I don't think it needs much introduction, it's simply the story of an inspirational gentleman, his career in the army, his positive outlook on life and how he led a rewarding and fulfilling life. A great read for any child (young or old)!

**Share this newsletter with friends and family (while obeying social distancing).**



John Laverty Opticians



lavertyopticians

## John Laverty Optometrists

FAMILY OPTICIAN SINCE 1979

Branches at:

15 High Street Ballymoney Tel: 028 2766 2480

30 New Row Coleraine Tel: 028 7034 2624

66 Main Street Garvagh Tel: 028 2955 8666

**Share with friends and family**

# Al Mennie

## "Swim through darkness"

Imagine swimming for a prolonged stretch through the waves on the North Antrim coast. Now imagine swimming for a prolonged stretch through the waves on the North Antrim coast at night-time.

I have been learning how to surf recently, during daylight hours of course, so when I read about what Al was doing I was amazed.

Al Mennie is from the North Coast and is known for surfing big waves around the world. He has a third degree black belt, he is an author and has done stunt work in Game of Thrones as well as a couple of other TV shows.

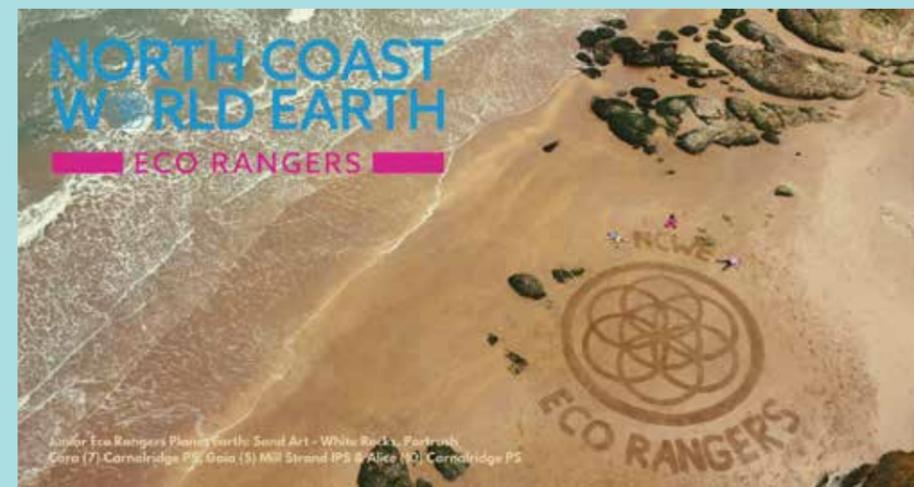
Here is a little extract from his website to explain what he's up to [www.swimthroughdarkness.com](http://www.swimthroughdarkness.com)

"In 'Swim Through Darkness' Al returns to his roots, as a swimmer, to raise awareness of



Depression during the pandemic. Al will swim a total of 100 kilometres in the dark, through the surf in the darkest, coldest months of the year to raise awareness of depression and vital funds for Aware NI. The challenge will see Al continually return to the sea and swim parallel to the shore in the hours of darkness as surf pounds the north coast of Ireland. He will draw upon his lifetime of surf knowledge and experience to navigate his way along the shore swimming through the darkness."

As I type this he has just completed 90km and is into his last week. To find out more and maybe sponsor him, please check out his website.



North Coast World Earth is an educational, environmental awareness campaign and action group, which I stumbled upon on Facebook. Their goal is simple – to see our local area free from pollution.

One of their founders is Gavin Wallace, an ex-Dalriad, who has kindly shared some of his amazing artwork and information on how to become an "Eco Ranger".

"We encourage people to connect with their environment and take responsibility for our planet making it a better place for us all. If we do nothing, nothing will happen."

North Coast World Earth recognises the increasing need for environmental awareness and change. At North Coast World Earth, they encourage people to connect with their natural environment whether it be along

the coast, in a forest or on the top of a mountain.

There is now a growing army of people, young and old, who are looking at our local area with different eyes. Check out this group and see the kids who are on a mission to tidy the coast and countryside. I've got my kids involved and I think the daily "lockdown" walks around our local roads highlighted the need for a tidy up.

The Facebook group is also where I found myself 4 fruit trees looking for a new home. A gentleman in Portrush was redesigning his garden and all I had to do was dig them out, replant them and pray they will grow....job done.

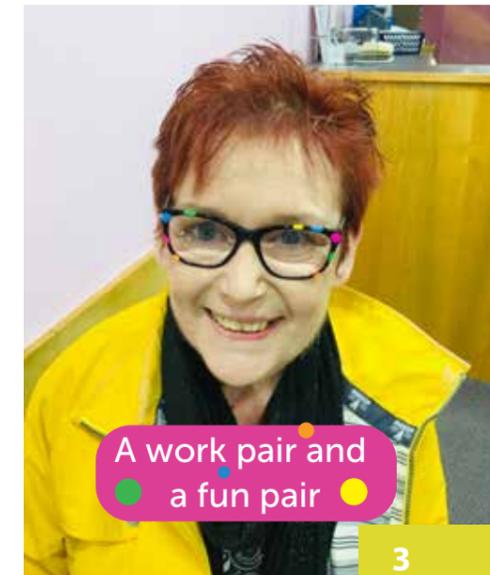
To find out more simply search North Coast World Earth on Facebook.

## Crizal Offer

From 1st February our main lens supplier has introduced a great offer once again. Basically, if you get a pair of lenses with "antiglare" or the incredible "no fog" lens, you can get a complimentary pair of lenses in a new frame (which can include sunglasses). There are also options for half price transition lenses which react in the sun and half price thinned down lenses to keep things neat and lightweight.



### Some examples of recent purchases.



## Introducing Dutz

This is a new brand which has arrived on our shelves recently. It comes from Holland and is a men's and women's brand. The frames are mainly stainless steel with some titanium which are lighter weight.



They have simple shapes, pure and contemporary lines, with the introduction of some vibrant colours. I'm actively looking for styles and brands that are unique and interesting. We hope you like them too.



### ★★★★★ Win a Helicopter Flight!

Review competition still open to win a helicopter trip around the Causeway Coast

