



Alexis Abate Named Director of Communications at Salus University

Elkins Park, PA – Alexis Abate has been named director of communications at Salus University. Salus University is an internationally recognized academic institution offering a wide range of graduate, professional degree and post-graduate residency programs for health care professionals. In her new position, Abate will be responsible for overseeing the communications and marketing efforts promoting the institution’s reputation for academic and clinical excellence, innovation and quality.

Abate most recently served as marketing coordinator for The Eye Institute of Salus University where she organized the University’s most successful children’s charity fundraiser, *Looking Out for Kids*.” The proceeds from this annual event help to provide vision care for under-insured and uninsured children in Philadelphia and its surrounding communities.

Dr. Mittelman, president of Salus University said, "Alexis has been an asset to the College of Optometry, The Eye Institute, and, in particular, our highly successful *Looking Out for Kids* community youth vision-improvement initiative. In her new and expanded role, she will play a critical role in communicating to broad and diverse audiences what makes Salus a truly unique and outstanding health sciences University at the forefront of professional education.”

Active in the community, Abate serves as a member of the La Salle University Alumni Association Board of Directors and chair of its Communication Department’s Alumni Advisory Board. She is a member of the Philadelphia Public Relations Association and has been a volunteer for the planning committee of the Leukemia and Lymphoma Society’s Light the Night walk and the American Cancer Society Breast Cancer Walk.

Abate holds a Bachelor of Arts in mass media writing from La Salle University and a Master of Arts in communications arts, public relations and advertising from New York Institute of Technology.

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About Salus University:

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Education and Rehabilitation for the Blind and Visually Impaired, Biomedicine and Occupational Therapy. The University has more than 1,100 students, including PhD candidates, and more than 10,000 alumni worldwide. For more information, please visit www.salus.edu.