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**Contact**

Courtney Myers

Havas PR

412 456 4707 tel

[courtney.myers@havasww.com](mailto:courtney.myers@havasww.com)

Isabelle Tremblay-Dawson

Transitions Optical

800 533 2081 tel 2100 ext

[ITremblay@Transitions.com](mailto:ITremblay@Transitions.com)

**Transitions Optical Reveals 2014 Canadian Retailer of the Year Finalists**

*Winners to Be Announced During the 19<sup>th</sup> Annual Transitions Academy Event*

PINELLAS PARK, Fla., Dec. 11 2014 – Transitions Optical, Inc. has named the finalists for its third annual Transitions Retailer of the Year Award, which distinguishes retailer partners in Canada who actively support the Transitions® brand and demonstrate a commitment to enhancing the vision of their customers and communities. The finalists will be honoured, and the winner will be announced, during Transitions Academy, held January 25-28 at Disney's Contemporary Resort in Orlando, Florida.

The three finalists for the Transitions Retailer of the Year award include **Loblaws Optical** (the 2013 winner), which has over 150 locations in eight provinces; **Lunetterie New Look Eyewear** (a two-time finalist), which has 75 locations in Québec and Ontario; and **Opto-Réseau** (a first-time finalist), which has more than 65 clinics in Québec.

"We would like to congratulate the Transitions Retailer of the Year finalists and thank them for their partnership and support," said Isabelle Tremblay-Dawson, marketing manager, Canada, Transitions Optical. "All of the finalists have shown innovative thinking and extraordinary efforts to set their sights high and exceed their goals with *Transitions* lenses in 2014."

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**Transitions Optical, Inc.**

9251 Belcher Road, Pinellas Park, Florida 33782 727-545-0400 or 800-533-2081, 727-545-9039 (fax) [www.Transitions.com](http://www.Transitions.com)

The Transitions Retailer of the Year finalists were evaluated on their year-long commitment to photochromic growth; alignment to Transitions Optical and participation in programs and promotions; strategic marketing initiatives; education and training efforts; and community involvement.

**About Transitions Optical, Inc.**

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics.

Transitions Optical has been awarded the Gallup Great Workplace Award for 2013 for the fifth consecutive year.

For more information about the company and *Transitions* lenses, visit [Transitions.com](http://Transitions.com) or [TransitionsCanadaPRO.com](http://TransitionsCanadaPRO.com).

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**NOTE: For high resolution images, please contact Christina Wetzel at 412-456-4301 or [christina.wetzel@havasww.com](mailto:christina.wetzel@havasww.com).**