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**Applications for the 2016 Students of Vision Scholarship Program Are Now Being Accepted**

*Optical Students Asked to Tackle “The Sun Protection Challenge”*

LAS VEGAS, September 16, 2016 – Transitions Optical, Inc. is partnering with the Opticians Association of Canada (OAC) to support the next generation of eyecare professionals through the 2016 Students of Vision Scholarship Program. Opticianry, optometry and paraoptometric students from across Canada are all eligible to apply for the chance to win the top prizes of \$2,500, \$1,500 and \$500.

To enter, applicants must develop a project in the form of an essay, presentation or video that demonstrates how, as future eyecare professionals, they will educate patients and research the best optical lens solutions to make sure they are protected against harmful blue light and UV. A flyer detailing the scholarship program challenge can be found at [TransitionsCanadaPRO.ca/StudentsofVision](http://TransitionsCanadaPRO.ca/StudentsofVision).

“Protection against harmful blue light is an increasing concern among eyecare professionals and patients alike, which is why we chose to challenge students to think about UV and blue light and how they will stay informed and educate their patients on the latest issues in eye health,” said Patience Cook, director, North America Marketing, Transitions Optical.

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**Transitions Optical, Inc.**

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Projects will be evaluated by a panel of judges against on the following criteria: creativity, strategic thinking and ethics.

“We are pleased to partner with Transitions Optical on this program to encourage students to think like our mission, which is to educate and inform vision care consumers about matters related to their eye health,” said Robert Dalton, Executive Director,, Opticians Association of Canada. “Protection from the sun is a popular topic in the industry and future eyecare professionals should be ready to discuss this topic of concern and make recommendations for UV and blue light protection.”

All submissions should be sent to [StudentsofVision@Transitions.com](mailto:StudentsofVision@Transitions.com) by December 2, 2016. The winners will be announced on December 16, 2016.

**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.

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

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**NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or [michael.battisti@havasww.com](mailto:michael.battisti@havasww.com).**

