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Transitions Optical Recognizes Sheena Taff as the Winner of the 2016 Transitions Brand Ambassador Award

ORLANDO, Fla., February 8, 2017 – Transitions Optical honored Sheena Taff, Roberts & Brown Opticians, Vancouver, British Columbia, Canada, with the 2016 Transitions Brand Ambassador title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday at Transitions Academy in Orlando, Fla.

“Sheena lives and breathes optical; and every day she successfully educates her patients and team about the benefits of Transitions® lenses in a friendly and approachable way,” said Drew Smith, director, North America Channels, Transitions Optical. “We thank Sheena for her drive to go above and beyond to change misperceptions people may have about our family of products. Sheena is very deserving of the 2016 Transitions Brand Ambassador title.”

“I began my role as a Transitions Change Agent knowing that I could make a difference in what people think about the average *Transitions* wearer,” said Taff. “Being able to wear *Transitions* myself and showcase them in a stylish, fashion forward way, makes it easy to spread the word about one of my favorite products. I am incredibly excited to be receiving this award.”

During Transitions Academy, the company also honored the efforts of Transitions Brand Ambassador finalists **Jennifer Lyerly, O.D.** and **James Vann, O.D.**

About the Transitions Brand Ambassador Award

Launched in 2015, the Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to being an influential advocate of the Transitions® brand. All

nominees are evaluated on their performance in several factors, including commitment to photochromic growth; alignment to Transitions Optical and participation in programs and promotions; marketing initiatives; education and training efforts; and community involvement.

About Transitions Optical

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 Transitions.com or TransitionsCanadaPRO.ca.

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NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@havas.com.



Sheena Taff was awarded the 2016 Transitions Brand Ambassador title during a recognition ceremony on Tuesday at the Transitions Academy event in Orlando.