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Transitions Optical Announces “Sunrisers Contest” for Consumers and Eyecare Professionals, Grand Prize Trips to Witness World’s Best Sunrises

New Consumer Influencers Partner with Transitions® Brand to Encourage Canadians to “Live the Good Light™”

Pinellas Park, Fla., June 16, 2017 – Complementing its new *Live the Good Light™* television commercial and consumer campaign, Transitions Optical has launched a new “Sunrisers Contest,” giving consumers and eyecare professionals a chance to win a grand prize trip that allows them to experience some of the world’s best sunrises. By participating, consumers can enter to win a trip to Machu Picchu, Peru and eyecare professionals can win a trip to Vision Expo West 2017 in Las Vegas.

To participate, eyecare practices must follow these steps:

1. Visit Transitions.com/EyecareProfessionalSunrisers to register in the Sunrisers Contest. (Only one person from a practice is required to register their team.)
2. Encourage patients to enter the consumer Sunrisers Contest and mention their practice name as a referral at Transitions.com/SunrisersContest before August 6, 2017. To enter, patients can nominate themselves or



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someone they know who lives the good light, seizes every opportunity and lives every moment without limitations. A short video or written submission is required to participate. While there is only one grand prize, consumers will also be entered to win weekly drawings for a free pair of eyeglasses with *Transitions*® lenses.

3. Earn a point for every patient who enters the contest and mentions their practice name as a referral. The eyecare practice in Canada that earns the most points will win a trip for two to Vision Expo West 2017, including roundtrip airfare, hotel lodging for two nights, \$1,000 in spending money and a helicopter ride at sunrise over the Grand Canyon.

Sunrisers Contest Kits Available for Eyecare Practices

Transitions Optical has mailed official Sunrisers Contest kits to a number of eyecare practice locations, which includes materials staff members can use to promote the contest to their patients. Eyecare practices can request a kit by contacting Transitions Customer Service at 1.877.254.2590 or customerservicecanada@transitions.com.

New Influencers Creating Social Buzz

In 2017, Transitions Optical is partnering with multiple influential Canadians who will be posting on social media all year long about how they are a Sunriser in their communities and choose to *Live the Good Light* by wearing *Transitions* lenses. Many of the influencers are active in the fashion, arts and travel industries and will be encouraging their large fan bases to enter in the Sunrisers Contest this summer.



[Nour Kaiss](#), a Canadian Muslim, wife, blogger, YouTuber, social media Influencer, entrepreneur, makeup addict, Progressive Conservative, feminist, vegan, and an all-around go-getter, is the face of the Transitions Sunrisers Contest and shares her insights through this [video](#).

Additional influencers, including [Vincent Brillant-Marquis](#), a photographer in Montréal, and Melissa Offner, who runs the travel, food and wellness site [MELSAYS](#), will be featured on Transitions Optical's social channels, including [Facebook.com/TransitionsLenses](https://www.facebook.com/TransitionsLenses), [Facebook.com/Transitions Lenses: Healthy Sight Professionals \(Canada\)](https://www.facebook.com/TransitionsLenses:HealthySightProfessionals(Canada)), and [Instagram.com/TransitionsLensesCa](https://www.instagram.com/TransitionsLensesCa).

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.

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NOTE: For high resolution images, please contact Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com.