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**Transitions Optical Announces 2017 Transitions Innovation Award Finalists**

*Winners to Be Announced During the 22<sup>nd</sup> Annual Transitions Academy Event*

PINELLAS PARK, Fla., December 11, 2017 – Transitions Optical, Inc. has named the finalists for its annual Transitions Innovation Awards program, which recognizes both individuals and companies for their innovative efforts to support the Transitions® brand over the past year. The finalists will be honored during Transitions Academy 2018, where the winners will be announced.

"This year's finalists include individuals and organizations that masterfully showcased their passion for the *Transitions* brand and improving the lives of their patients and customers," said Jose Alves, general manager, Americas, Transitions Optical. "The thoughtful approaches they took to achieve their professional and personal goals are sure to inspire others when they are honored for their achievements at this year's Transitions Academy."

**2017 Transitions Brand Ambassador**

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to being an influential advocate of the *Transitions* brand. The 2017 finalists include:

- Jennifer Lyerly, O.D. – [Eyedolatry](#) (Raleigh, N.C.), [Triangle Visions Optometry](#)

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- Sheena Taff, Optician - [Roberts & Brown Opticians](#) (Vancouver), [Optician About Town](#)
- Wade Harbin, Sr. Manager, Customer Experience and Innovation, [Target Optical](#) and [Sears Optical](#)

### **Eyecare Practice of the Year**

The Eyecare Practice of the Year title recognizes independent eyecare practices and retailers with less than 20 locations that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting the *Transitions* brand. The 2017 finalists include:

- [Millennium Eye Center](#) (Orlando, Fla.)
- [Pacific Eye Care](#) (Port Orchard, Wash.)
- [Pullen Eyecare](#) (Jacksonville, Fla.)

### **U.S. Retailer of the Year**

The U.S. Retailer of the Year title is awarded to a retailer in the United States for actively supporting the *Transitions* brand and demonstrating a commitment to enhancing the vision of their customers and communities. The 2017 finalists include:

- [Costco Optical](#)
- [National Vision, Inc.](#)
- [Visionworks](#)

### **Canadian Retailer of the Year**

The Canadian Retailer of the Year title is awarded to a retailer in Canada for actively supporting the *Transitions* brand and demonstrating a commitment to enhancing the vision of their customers and communities. The 2017 finalists include:

- [Costco Optical](#)
- [Greiche & Scaff](#)
- [New Look Eyewear](#)

### **Best in Marketing**

Best in Marketing honors an individual or company for their creative and strategic marketing tactics to effectively promote the *Transitions* brand or *Transitions* family of products among customers or within their communities. The 2017 finalists include:

- [Opto-Réseau](#) – Canadian optical network with more than 80 clinics
- [Value Optical](#) – Optical chain in Trinidad & Tobago with 11 locations
- [Vision Source](#) – Optical network of over 3,300 locally owned optometric practices

### **Best in Training**

The Best in Training award celebrates an individual, company or educator that has shown creativity in developing or offering training and education opportunities that include dispensing photochromic lenses, the *Transitions* brand or *Transitions*® family of products. The 2017 finalists include:

- [20/20 Visions](#) – Independent eyecare practice in Plymouth, Wis.
- [Vision Source](#) – Optical network of over 3,300 locally owned optometric practices

### **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](http://Transitions.com) or [Transitions.com](http://Transitions.com).

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**NOTE: For high resolution images, please contact Brian Ackermann at 412-477-4312 or [Brian.Ackermann@havas.com](mailto:Brian.Ackermann@havas.com).**