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Transitions Optical and the Opticians Association of Canada Now Accepting Applications for the 2018 Students of Vision Scholarship Program

Optical Students to Develop Plan to Combine Conversation on Style and Optimal Vision Care

PINELLAS PARK, Fla., September 19, 2018– As part of a partnership to support the next generation of eyecare professionals, Transitions Optical and the Opticians Association of Canada (OAC) are now accepting submissions for the 2018 Students of Vision Scholarship Program. Currently enrolled (for 2018-2019 school year) opticianry, optometry and optometric assistant students from across Canada are eligible to apply for the chance to win one of three prizes of \$2,500, \$1,500 and \$500 scholarships.

To enter the scholarship program, students must develop a project in the form of an essay, video or presentation about incorporating style into the conversation of optimal vision care, and how they will implement this into their practice as a future eyecare professional. A flyer detailing the scholarship program challenge can be found at Transitions.com/StudentsofVision. Submissions will be evaluated by a panel of judges against the following criteria: creativity, strategic thinking and ethics.

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The theme of finding the style in eyewear was inspired by recent research¹ from Transitions Optical and the Center for Generational Kinetics, which showed that many Canadian eyeglass wearers consider glasses to be part of their style, with 71% of Millennials, 63% of Boomers and 64% of Gen X feeling this way. Not only do 67% of Canadian eyeglass wearers surveyed stated that style is the #1 aspect that influences their decision when taking recommendations for their eyeglasses, but respondents also said eyecare professionals have the most influence on their eyeglass selection decisions, more so than spouses, significant others, family and friends.

“Research shows that style is a significant factor in the decision for patients when selecting their eyewear, and we encourage eyecare professionals to integrate style into the conversation along with the optimal vision care,” said Patience Cook, director, North America marketing, Transitions Optical. “We are excited to see students' creative ideas about how to discuss style with patients while providing them the best vision care possible.”

“While the desire for stylish eyewear by patients is not new, eyecare professionals have more options than ever to ensure that their patients eyewear needs are met in all ways,” said Robert Dalton, Executive Director, Opticians Association of Canada. “We are pleased to partner with Transitions Optical again to provide resources to students to help them develop a comprehensive plan to meet patients' eyewear needs and wants.”

All submissions should be sent to StudentsofVision@Transitions.com by November 15, 2018. The winners will be announced on November 25, 2018.

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic

¹ Online survey conducted by the Center for Generational Kinetics on behalf of Transitions Optical in January 2018 among 1,271 nationally representative Canadian adults, ages 22-65, categorized as heavy eyeglass wearers, non-heavy eyeglass wearers and eyeglass non-wearers. For the purposes of this survey, Millennials are defined as those born between 1977-1995, Gen X as 1965-1976, and Boomers as 1946-1964.

adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

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*[®] *Light Intelligent Lenses*[™], visit Transitions.com.

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@havas.com.