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Transitions Optical Now Accepting Transitions Innovation Awards Nominations

Submissions Due October 31

PINELLAS PARK, Fla., October 5, 2018 – Until October 31, industry professionals can begin submitting nominations for the 2018 Transitions Innovation Awards Program at Transitions.com/Awards. Through this program, Transitions Optical recognizes loyal partners and individual optical industry professionals from the U.S. and Canada for their commitment to growing their businesses by supporting the *Transitions*® brand over the past year.

Open to independent eyecare professionals and practices; optical industry professionals and educators; national and regional retailers; and optical laboratories, the six Transitions Innovation Awards categories include:

- 2018 Transitions Brand Ambassador (Individual-only award)
- U.S. Retailer of the Year
- Canadian Retailer of the Year
- Eyecare Practice of the Year
- Best in Training
- Best in Marketing

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“At Transitions Optical, we recognize that the continued support and success of our partners is vital to our organization,” said Jose Alves, general manager, Americas, Transitions Optical. “We are excited to once again recognize those of our partners who have gone above and beyond in growing their business through the *Transitions* brand.”

Nominations for all Transitions Innovation Awards will be accepted online (at [Transitions.com/Awards](https://www.transitions.com/Awards)) from **October 1 - 31, 2018**. To enter, candidates must complete a nomination form and detail their 2018 efforts in the following evaluation areas: commitment and inspiration, goals, plan and creativity, and impact and results. Nominees are welcome to enter more than one category and can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative.

All finalists in each category will receive a trip for two to the 2019 Transitions Academy, February 3 – 6, 2018 in Orlando, Fla., where the winners will be announced. Award finalists will be notified no later than December 5, 2018 to secure travel plans.

For additional information, industry professionals should visit [Transitions.com/Awards](https://www.transitions.com/Awards).

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 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](https://www.transitions.com).

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