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Transitions Optical Announces 2018 Transitions Innovation Award Finalists

Winners to Be Announced During the 23rd Annual Transitions Academy Event

PINELLAS PARK, Fla., December 19 2018 – 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 honoured during Transitions Academy 2019, where the winners will be announced.

“The creativity and passion demonstrated by this year’s finalists for the *Transitions* brand is truly remarkable, especially how they have embraced the rejuvenated brand and expanded product offerings,” said Jose Alves, general manager, Americas, Transitions Optical. “We are grateful to have these individuals and businesses for their partnership and for all they do to promote the brand both inside and outside the office.”

2018 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 2018 finalists include:

- Amanda Rights, O.D. – [Blue Ridge Vision](#) (Boone, North Carolina), [OptomEyesLife](#)
- Sheena Taff, Optician – [Roberts & Brown Opticians](#) (Vancouver, British Columbia), [Optician About Town](#)
- Justin Tenczar, Optician – [Berkshire Eye Center](#) (Pittsfield, Massachusetts)

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Eyecare Practice of the Year

The Eyecare Practice of the Year title recognizes independent eyecare practices and retailers 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 2018 finalists include:

- [Napoleon Family Vision](#) (Napoleon, Ohio)
- [Nicola Eyecare](#) (Kamloops, British Columbia)
- [Weaver Eye Associates](#) (York, Pennsylvania)

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 2018 finalists include:

- [Costco](#)
- [Henry Ford OptimEyes](#)
- [National Vision, Inc.](#)

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 2018 finalists include:

- [Costco Optical](#)
- [Iris](#)

Best in Marketing

Best in Marketing honours 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 2018 finalists include:

- Sheena Taff, Optician – [Roberts & Brown Opticians](#) (Vancouver, British Columbia), [Optician About Town](#)
- [Value Optical](#) – (Trinidad and Tobago)
- [Vision Source](#)

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 2018 finalists include:

- [Iris](#) – (Canada)
- [Professional VisionCare](#) – (Columbus, Ohio)
- [Professional Eyecare Associates of America \(PECAA\)](#)

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 or TransitionsPRO.com.

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

