



FOR IMMEDIATE RELEASE

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Transitions Optical Announces Canadian *Transitions*[®] *Signature*[®] GEN 8[™] City Tour

The 2020 traveling tour for ECPs will visit eight cities across Canada

PINELLAS PARK, Fla., December 20, 2019 – Transitions Optical announces a *Transitions*[®] *Signature*[®] GEN 8[™] City Tour themed “Infinite (R)evolution” launching in early 2020, which will provide education and marketing tools for eyecare professionals to use in their business about the new frontier of performance offered by *Transitions*[®] *Signature*[®] GEN 8[™] lenses.

Kicking off in February 2020, the *Transitions Signature GEN 8* City Tour will visit various cities across Canada over a span of a month, including Montréal, Quebec City, Toronto, Ottawa, Vancouver, Calgary, Winnipeg, and Halifax. The events will feature presentations about *Transitions*[®] *Signature*[®] GEN 8[™] lenses, including one presentation given by an eyecare professional. Additionally, attendees will have time before and after the presentations to network and visit

informational booths on *Transitions™ Light Intelligent Technology™* and the *Transitions* Style Bar. Hors d'oeuvres and refreshments will be served.

All events will take place from 5 P.M. to 9 P.M. (local time). The dates are as follows:

- **Québec:** Monday, February 17
- **Montréal:** Wednesday, February 19
- **Toronto (North York):** Monday, March 2
- **Ottawa:** Wednesday, March 4
- **Vancouver:** Tuesday, March 10
- **Calgary:** Monday, March 16
- **Winnipeg:** Monday, March 23
- **Halifax:** Monday, March 30

Spaces are limited for this registration-only event, but all industry professionals are welcome to sign up [here](#) until reservations for each city are filled. Eyecare professionals in attendance can earn continuing education credit(s) (pending approval); please call Transitions customer service at 1.877.254.2590 for confirmation or to get more information about the tour events.

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.

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