



FOR IMMEDIATE RELEASE

## Contact

Courtney Myers

Red Havas

412 512 6542 tel

[courtney.myers@redhavas.com](mailto:courtney.myers@redhavas.com)

Patience Cook

Transitions Optical

813 997 2574 tel

[pcook@transitions.com](mailto:pcook@transitions.com)

## Transitions Optical Announces 2019 Transitions Innovation Award Finalists

*Winners to Be Announced During the 24<sup>th</sup> Annual Transitions Academy Event*

PINELLAS PARK, Fla., December 11, 2019 – 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, February 2-5, 2020, where the winners will be announced.

"Our finalists have displayed a passion for the *Transitions* brand that is truly unmatched. Through their creativity and ingenuity they have taken our products and brand to the next level," said Jose Alves, general manager, Americas, Transitions Optical. "We cannot thank these businesses and individuals enough for their loyalty and willingness to promote the brand."

## 2019 Transitions Brand Ambassador

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to be an influential advocate of the *Transitions* brand. The 2019 finalists include:

- Edward C. August, Professor – CUNY, MBA, ABOM, and President of August Enterprises (Cranford, New Jersey)
- Daniel Brunson, Optician – [Hicks Brunson Eyewear](#) (Tulsa, Oklahoma)
- Jennifer Chinn, O.D. – [Dr. Chinn's Vision Care](#) (San Diego, California)
- Roxanne Fermin, O.D. – [Priority Vision Optometry](#) (Los Angeles, California)

### **U.S. Eyecare Practice of the Year**

The U.S. Eyecare Practice of the Year title recognizes independent eyecare practices in the U.S. 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 2019 finalists include:

- [Spring Hill Eyecare](#) (Spring Hill, Tennessee)
- [Associates in Family Eyecare](#) (Johnstown, Pennsylvania)
- [Lake Havasu Family Eyecare](#) (Lake Havasu City, Arizona)

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

The Canadian Eyecare Practice of the Year title recognizes independent eyecare practices in Canada 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 2019 finalists include:

- [Eye Station Optical](#) (Richmond, British Columbia)
- [LOPTICIEN.CA](#) (Rosemère, Quebec)
- [Vision Care Centre](#) (Scarborough, Ontario)

### **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 2019 finalists include:

- [Henry Ford OptimEyes](#)
- [Costco Optical](#)
- [LensCrafters](#)

## **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 2019 finalists include:

- [Grimard Optique](#)
- [Costco Optical](#)

## **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 2019 finalists include:

- [Spring Hill Eyecare](#)
- [Value Optical](#)
- [Bonlook](#)

## **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 2019 finalists include:

- [Walman Optical](#)
- [Costco Optical - Canada](#)
- [LensCrafters](#)

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

# # #

**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@redhavas.com](mailto:Christina.Gregory@redhavas.com).**