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Transitions Optical in Canada to Cancel Final GEN 8 City Tour Stops

Pinellas Park, Fla., March 13, 2020 – Due to rising concerns over the spread of COVID-19 and in accordance with the World Health Organization's guidance on mass gatherings, Transitions Optical in Canada announces the cancellation of the remaining GEN 8 City Tour events, which were scheduled to take place on March 16 (Calgary), 23 (Winnipeg) and 30 (Halifax).

“In an abundance of caution, we have decided to cancel the remaining stops of the GEN 8 City Tour event to avoid risking the health of our employees, partners and guests during these events, “ said Isabelle Trambly-Dawson, Business Development Director, Transitions. “We appreciate the enthusiastic response to these events and wish our partners good health, especially during this ongoing public health concern.”

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.

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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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