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Transitions Optical Announces Dates for the 25th Transitions Academy in 2021

Industry Professionals Will Experience Networking, Learning and More at Milestone Event

PINELLAS PARK, Fla., September 25, 2020 – Typically held in February, Transitions Academy will celebrate its 25th year as one of the industry's most well-recognized educational events from June 13 – 16, 2021 at the JW Marriott Grande Lakes in Orlando, Fla.

The submission dates for the Transitions Innovation Awards are also being extended.

The awards are open to optical industry professionals, educators, retailers, optical laboratories and independent eyecare professionals and practices. The Transitions Innovation Awards categories include: 2020 Transitions Brand Ambassador (individual-only award), Retailer of the Year, Eyecare Practice of the Year, Best in Training and Best in Marketing.



Nominations for all Transitions Innovation Awards will be accepted online in January 2021. To enter, candidates must complete a nomination form and detail their 2020 efforts in the following evaluation areas: commitment and inspiration, goals, plan and creativity, and impact and results. An Innovation Awards resource guide and past winner profiles are available to assist interested industry professionals with the

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nomination process, as well as provide a structured way to focus on and track their goals throughout the year.

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.

About Transitions Academy

Transitions Academy is one of the most well-recognized and unique educational events in the optical industry. Each year, hundreds of industry professionals from across North America (and oftentimes across the globe) attend to participate in professional development and product technology workshops, hear from experts and educators on marketing and industry trends, and learn from their peers and partners during panel discussions.

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.

ECPs interested in receiving additional marketing resources to promote the contest, including a flyer, small posters and social media visuals, can contact Transitions customer service at cscanada@transitions.com.

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