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**Transitions Optical and the Opticians Association of Canada Now Accepting Applications for the 2020 Students of Vision Scholarship Program**

*Program asks optical students to envision the future of the vision care industry*

PINELLAS PARK, Fla., Oct. 23, 2020 – As part of a partnership to support the next generation of eyecare professionals, Transitions Optical and the Opticians Association of Canada (OAC) are now accepting submissions for the 2020 Students of Vision Scholarship Program. Currently enrolled (for the 2020-2021 school year) opticianry, optometry and optometric assistant students from across Canada are eligible to apply for the chance to win one of three prizes: a \$2,500, \$1,500 or \$500 scholarship.

To enter the scholarship program, students must develop a project in the form of an essay, video or presentation about how they envision the future of the vision care industry and their coming role in it as an optical professional. A flyer detailing the scholarship program challenge can be found at [www.transitions.com/canada-students-of-vision/en-ca](http://www.transitions.com/canada-students-of-vision/en-ca). Submissions will be evaluated by a panel of judges against the following criteria: creativity, strategic thinking and ethics.

This year's topic was inspired by research from Jobson Optical and the Vision Council around the global COVID-19 pandemic and its effect on the industry and consumers. A

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survey by Jobson Optical Research showed that 58% of surveyed ECPs have been influenced into providing telehealth services because of COVID<sup>1</sup>, and 62% of surveyed ECPs were planning to incorporate telehealth into future practice<sup>2</sup>. Research by the Vision Council shows that consumers' intentions to buy eyewear online has doubled since before COVID-19, and patients are using various technologies to communicate with their eye doctors and/or take care of their eye health, including social media, vision screening apps and digital communication methods.<sup>3</sup>

"Changes are rapidly occurring in the vision care industry for both eye care professionals and consumers, from vision care needs to expectations for evolving technology," said Patience Cook, director, North America marketing, Transitions Optical. "This year's theme speaks especially well to Transitions Optical as a brand in the photochromic industry that constantly seeks to lead in innovation."

"As the future of the vision care industry evolves, vision care professionals must also be constantly prepared to evaluate ways of also evolving in practice," said Robert Dalton, Executive Director, OAC. "Our hope is that this year's scholarship topic will give participants a head start towards imagining how to prepare for a promising and evolving future in the vision care industry."

All submissions should be sent to [StudentsofVision@Transitions.com](mailto:StudentsofVision@Transitions.com) by December 4, 2020. The winners will be announced on December 18, 2020.

### **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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<sup>1</sup> Jobson Optical Research. (2020). *Coronavirus ECP Study* [Data file]. Retrieved from <https://www.visionmonday.com/CMSDocuments/2020/07/Coronavirus%20ECP%20Survey%20-%20Wave%2013.pdf>

<sup>2</sup> Jobson Optical Research. (2020). *Coronavirus ECP Study* [Data file]. Retrieved from <https://www.visionmonday.com/CMSDocuments/2020/07/Coronavirus%20ECP%20Survey%20-%20Wave%2013.pdf>

<sup>3</sup> The Vision Council. (2020). *Researching Recovery: Exploring Evolving Consumer Behavior and Industry Response During COVID-19* [Data file]. Retrieved from [https://www.thevisioncouncil.org/system/tdf/TVC-COVID-19-VisionWatch-Consumer-Industry-Research\\_Member-Insights-Webinar-5-21-2020\\_w-Notes.pdf?file=1](https://www.thevisioncouncil.org/system/tdf/TVC-COVID-19-VisionWatch-Consumer-Industry-Research_Member-Insights-Webinar-5-21-2020_w-Notes.pdf?file=1)

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).

Contact Transitions Customer Service Experience at [cscanada@transitions.com](mailto:cscanada@transitions.com) for any questions or to find out more about free marketing tool resources.

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

