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Transitions Optical Announces “Share Your Fall Style” Promotion in Canada

Industry professionals encouraged to share Fall style photos on social media for a chance to win a style gift card

PINELLAS PARK, Fla., Oct. 28, 2020 – To commemorate Transitions Optical's 30th Anniversary, Transitions Optical in Canada will launch a new promotion, 'Share Your Fall Style' for the month of November. The contest will encourage optical industry professionals to share photos of themselves pairing their activated *Transitions*[®] lenses with their favourite Fall fashions. The contest will run for the 30 days of November (Nov. 1 – Nov. 30) and participants will be entered each time they post a photo to [Transitions Optical's Canada PRO Facebook](#) page. For each photo shared (up to 30 total), the participant receives one entry in the contest to win a \$1,000 Fall style gift card.

Transitions lenses come in a variety of stylish options, including *Transitions*[®] *Signature*[®] GEN 8[™] lenses in four style colors – sapphire, amethyst, amber and emerald green, as well as three iconic colours of grey, brown, graphite green, as well as the five trendy *Transitions*[®] *XTRActive*[®] Style Mirrors – blue violet, silver, flash gold, copper and blue green. *Transitions* lenses can be paired with a variety of fashionable frames to create a unique look customized for a patient's individual style preferences.

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“It’s been a challenging year for everyone, yet we still can find joy in everyday moments – like a favourite outfit or pair of glasses,” said Arnaud Rajchenbach, marketing manager, Transitions Optical in Canada. “The ‘Share Your Fall Style’ promotion allows us to recognize the creativity of our industry partners and friends, share our love for fall fashion and celebrate the many style options of *Transitions* lenses.”

Promotion rules and regulations can be found on the Facebook page, as well as further entry and winner details. The winner will be announced December 6, 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.

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.

Contact Transitions Customer Service Experience at 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.