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## Transitions Optical and The Optical Group Offer 30-Day Challenge Promotion in Canada

*ECPs can win monthly and grand prizes by recommending Transitions® lenses*

PINELLAS PARK, Fla., February 25, 2021 – Transitions Optical and the Optical Group in Canada have partnered to offer a 30-Day Challenge incentive to promote *Transitions®* lens products. The promotion will run until the end of March 2021 and is open to all Optical Group members across Canada.

To participate, individuals must register at [transitionschallenge.com/TheOpticalGroup](https://transitionschallenge.com/TheOpticalGroup). Once registered for the contest, participants are encouraged to recommend *Transitions®* lenses to all patients and report sales on a tracking sheet (available at registration). At the end of each month, participating members send their tracking sheet to [cscanada@transitions.com](mailto:cscanada@transitions.com). Names will be individually entered into a monthly drawing for one of 30 available \$100 CAD gift cards chosen each month. Then, at the end of March 2021, all submitted tracking sheets will be entered to win the grand prize of one of three \$1,000 gift cards. Participants can recommend and dispense any *Transitions* lens product, including *Transitions Signature GEN 8* lenses (including *Transitions Signature GEN 8 Style Colors*), *Transitions® XTRActive®* lenses (including *Transitions XTRActive Style Mirrors*) and *Transitions® Vantage®* lenses.

"We are thrilled to start 2021 on a positive note, with an incentive program that engages independent ECPs through our partnership with the Optical Group," said Christine Zeggil, National Key Account Executive for Transitions Canada. "We know that once people try *Transitions* lenses, they are often fans for life – repurchasing at extremely high rates. With this promotion, we can encourage more people to try the *Transitions* lenses that best fit their needs and lifestyle."

"We are pleased to partner with Transitions Optical to bring additional opportunities to support independent ECPs across Canada, said Ruth Priebe, Director of Operations for the Optical Group. "Transitions Optical's 30-Day Challenge provides a fun incentive for more of our members to learn about *Transitions* lens products and for a chance to win in the process."

For further details and additional information regarding the 30-Day Challenge please contact Transitions Canada Customer Service at [cscanada@transitions.com](mailto:cscanada@transitions.com).

### **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).

### **About The Optical Group**

The Optical Group has been promoting and supporting independent Canadian eye care professionals across Canada for more than thirty years! We provide our members with buying group benefits including vendor discounts, innovative promotions and programs, consolidated monthly billing, personalized professional customer service, education, premium quality exclusive private labels and exclusive membership advantages.

For more information about The Optical Group, visit [www.theopticalgroup.ca](http://www.theopticalgroup.ca)

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