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## Transitions Optical Announces Cancellation of Transitions Academy 2021

*The 2020 Transitions Innovation Awards will still be honored, dates for Transitions Academy 2022 are announced, and Transitions Optical will continue to monitor COVID-19 guidelines to bring together the eyecare professional community through either additional virtual events or in-person events as permitted and feasible.*

PINELLAS PARK, Fla., April 9, 2021 – Transitions Optical has made the difficult decision to cancel Transitions Academy 2021, scheduled for June 13 – 16, 2021 in Orlando, Fla. In lieu of Transitions Academy 2021, Transitions Optical will continue to connect with and support the optical industry through virtual events like *Transitions® The Pulse* – which brought together over 10,000 global attendees – and its Innovation Awards, virtual education and customized training events.

Transitions Academy is one of the industry's most well-recognized educational events, bringing together independent eyecare professionals, national and regional retailers, educators, optical laboratories, managed vision care companies, and other industry professionals from across North America and around the globe. Transitions Optical looks forward to connecting and celebrating with global attendees once again in 2022, which will mark its 25<sup>th</sup> Transitions Academy event scheduled to take place from January 16 - 19, 2022 in Orlando, Fla.

"Transitions Academy is known for its ability to deliver a remarkable, live experience that connects all of those in attendance," said Patience Cook, director North America marketing, Transitions Optical. "The decision to cancel this year's event was made to ensure the safety of all of our attendees that join us from around the world to experience that social connectedness. We remain committed to the global eyecare community and will support the optical industry through other activations in the spirit of Transitions Academy. We look forward to making Transitions Academy 2022 an unforgettable experience, in a safe manner for our North America and global attendees."

Though Transitions Academy 2021 is no longer taking place, the 6<sup>th</sup> annual Transitions Innovation Awards will still be recognized this year. Nominations for the 2020 Transitions Innovation Awards are open through April 30, 2021 at [Transitions PRO](#). The finalists and winners will be announced this year, with a special recognition taking place at Transitions Academy 2022.

Industry professionals can stay informed on the latest Transitions content on [TransitionsCampus.com](#). Registering for the new learning platform provides users with access to resources from *Transitions The Pulse*, product news, consumer insights and more.

### **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*<sup>®</sup> brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions*<sup>®</sup> *Light Intelligent Lenses*<sup>™</sup>, visit [Transitions.com](#) or [TransitionsPRO.com](#).

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