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Contact

Courtney Myers

Red Havas

412 512 6542 tel

courtney.myers@redhavas.com

Patience Cook

Transitions Optical

813 997 2574 tel

pcook@transitions.com

Transitions Optical Announces 2020 Innovation Award Finalists

PINELLAS PARK, Fla., July 27, 2021 – Transitions Optical, Inc. has named the finalists for its annual Transitions Innovation Awards program, which recognizes both individuals and companies for their innovative efforts to support the *Transitions*® brand over the past year. The winners will be announced later this year and honoured during Transitions Academy 2022, January 16-19.

“2020 was a unique year, and it’s now more important than ever to focus on the highlights and celebrate our Innovation Award finalists and their achievements,” said Jose Alves, general manager, Americas, Transitions Optical. “We’re thankful for their continued commitment to the *Transitions* brand and look forward to showcasing this excellent group and their strong efforts from the previous year.”

2020 Transitions Brand Ambassador

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to be an influential advocate of the *Transitions* brand. The 2020 finalists include:

- Ric Peralta, ABOC, Optical Manager – [Focal Point Optometry](#) (Fullerton, California)

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Transitions Optical 9251 Belcher Road, Suite B Pinellas Park, FL 33782
727-545-0400 tel 727-546-4732 fax www.Transitions.com

- Rachel Hill, Optician – [Personal Optical](#) (St. Catharines, Ontario)
- Roxanne Fermin, O.D. – [Priority Vision Optometry](#) (Los Angeles, California)

U.S. Eyecare Practice of the Year

The U.S. Eyecare Practice of the Year title recognizes independent eyecare practices in the U.S. that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting the *Transitions* brand. The 2020 finalists include:

- [Wauseon Eye Care](#) (Wauseon, Ohio)
- [Webb Eyecare](#) (Alliance, Bridgeport, and Scottsbluff, Nebraska)

Canadian Eyecare Practice of the Year

The Canadian Eyecare Practice of the Year title recognizes independent eyecare practices in Canada that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting the *Transitions* brand. The 2020 finalists include:

- [LOPTICIEN.CA](#) (Rosemère and Laval, Quebec)
- [Lunetterie Milot](#) (Montréal, Quebec)
- [Vizualis](#) (Pointe-Claire, Quebec)

U.S. Retailer of the Year

The U.S. Retailer of the Year title is awarded to a retailer in the United States for actively supporting the *Transitions* brand and demonstrating a commitment to enhancing the vision of their customers and communities. The 2020 finalists include:

- [Dr. Tavel Family Eye Care](#)
- [National Vision, Inc.](#)
- [Pearle Vision](#)

Best in Marketing

Best in Marketing honours an individual or company for their creative and strategic marketing tactics to effectively promote the *Transitions* brand or *Transitions* family of products among customers or within their communities. The 2020 finalists include:

- [OSI Group](#)
- [Wauseon Eye Care](#)
- [Webb Eyecare](#)

Best in Training

The Best in Training award celebrates an individual, company or educator that has shown creativity in developing or offering training and education opportunities that include dispensing photochromic lenses, the *Transitions* brand or *Transitions* family of products. The 2020 finalists include:

- [BJ's Optical](#)
- [Value Optical](#)
- [Vision Care Centre](#) (Scarborough, Ontario)

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.

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NOTE: For high resolution images, please contact Devon Recktenwald at 724-809-0906 or Devon.Recktenwald@redhavas.com