



FOR IMMEDIATE RELEASE

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**Transitions Optical in Canada Announces “My Authentic *Transitions*® Lenses” Contest**

From April to December, 2022, eyecare professionals and patients have a chance to win monthly cash prizes

PINELLAS PARK, Fla., May 25, 2022 – Transitions Optical has launched a new contest to encourage wearers to register their *Transitions* Certificate of Authenticity after receiving their *Transitions* lenses. By registering, eyecare professionals (ECPs) and their patients will have a chance to win various prizes, including a \$1,000 CAD gift card for patients per month and one of \$500 CAD gift cards awarded to eyecare professionals monthly. Winners will be selected at random each month from April until the end of December. For every patient that wins, so does their eyecare professional!



MY AUTHENTIC  
TRANSITIONS® LENSES  
**CONTEST**

APRIL 1<sup>ST</sup> TO DECEMBER 31<sup>ST</sup>, 2022  
\*Certain conditions apply. See regulations at [Registermylenses.ca](http://Registermylenses.ca)



When you  
purchase your  
*Transitions* lenses

[Learn more](#)

For a chance to win, eyecare professionals must provide their patients with a *Transitions* Certificate of Authenticity when delivering the *Transitions* lenses to the patient. ECPs should encourage their patients to register their lenses using the information listed on the back of the certificate (registration takes place at [www.Transitions.com/COA](http://www.Transitions.com/COA)). We understand that not all patients may register their lenses on their own time, so as their ECP, take an extra five minutes to discuss the importance and benefit behind registering their lenses during the exam.

Once the wearer has registered their *Transitions* Certificate of Authenticity, both the wearer and the eyecare professional will be entered into the contest. Patients who win will receive a \$1,000\*\* gift card while eyecare professional will receive a \$500 \*\*\* gift card.

“It is our goal that through this contest, patients who register their Certificate of Authenticity will have peace of mind knowing they own a pair of authentic *Transitions* lenses,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “It is important for patients to know if they are wearing authentic *Transitions* lenses so they can trust they are receiving quality protection, seamless comfort, the latest in photochromic technology and the brand they pay for.”

Contestants will be kept up to date on the contest each month through Transitions social media, consumer newsletters, and on any of these Transitions.com website pages: landing page, “Virtual Try-On”, “Register Your Lenses,” and “Find Your Transitions.” Additionally, there are new *Transitions XTRActive*® resources available at [Transitions.com/Pro](http://Transitions.com/Pro). Here, ECPs can find resources such as brochures, logos, social media banners, and more.

### **About the *Transitions*® Brand**

*Transitions*® eyeglass lenses and shields set 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 *Transitions® Light Intelligent Lenses™*, visit [Transitions.com](http://Transitions.com) or [Transitions.com/en-canadapro/](http://Transitions.com/en-canadapro/).

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**NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or [Michael.Battisti@redhavas.com](mailto:Michael.Battisti@redhavas.com).**

\*Certain conditions apply. See regulations at [Registermylenses.ca](http://Registermylenses.ca)

\*\*The winner will receive a \$1,000 gift card\* to use as they wish.

\*\*\*Only winning offices will be contacted. Monthly winners will be announced in the Transitions monthly newsletter.

To receive it, email us at [cscanada@transitions.com](mailto:cscanada@transitions.com).