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Transitions Optical Announces Winners of the 2021 Transitions Innovation Awards

Winners Honored During Ceremony at the 25th Transitions Academy

PINELLAS PARK, Fla., June 8, 2022 – Transitions Optical, Inc. has named the winners for its annual Transitions Innovation Awards program, which recognizes both individuals and companies for their innovative efforts to support *Transitions*® lenses.

"Honoring this incredible group of Transitions Innovation Awards winners and finalists was a perfect way to round off our 25th anniversary celebration of Transitions Academy," said Drew Smith, director, North America channels, Transitions Optical. "Our winners' and finalists' creativity and achievements are inspiring, and we are thankful for their continuous engagement and innovation with the *Transitions* brand."

2021 Transitions Brand Ambassador

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to be an influential advocate of *Transitions* lenses.

- **Winner: Jennifer Chinn, O.D.** – [Dr. Chinn's Vision Care](#) (San Diego, California)
 - Finalists: Méli ssane Bourque, optician – [Opto-Réseau Pointe-aux Trembles](#) (Montreal, Quebec) and Michelle Selway, regional optician advisor, training and coaching – [BonLook](#) (Western Canada)

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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 *Transitions* lenses.

- **Winner:** [Austin Ryan Optika](#) (New Paltz and Pleasant Valley, New York)
 - Finalist: [Hunter's Hill Eyecare Center](#) (York, Pennsylvania)

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 *Transitions* lenses.

- **Winner:** [MAVUE Marie Trudel](#) (Quebec City, Quebec)
 - Finalists: [Optométrie Gravel](#) (Thetford Mines, Quebec) and [Sun City Optics](#) (Kamloops, British Columbia)

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 *Transitions* lenses and demonstrating a commitment to enhancing the vision of their customers and communities.

- **Winner:** [LensCrafters](#)
 - Finalists: [National Vision, Inc.](#) and [Sam's Club Optical](#)

Canada Retailer of the Year

The Canada Retailer of the Year title is awarded to a retailer in Canada for actively supporting *Transitions* lenses and demonstrating a commitment to enhancing the vision of their customers and communities.

- **Winner:** [Newlook Lunetterie • Eyewear](#)
 - Finalist: [Costco Optical](#)

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 the *Transitions* lenses portfolio.

- **Winner:** [Hunter's Hill Eyecare Center](#)
 - Finalists: [Elevate Digital Optics](#) and [Professional Eye Care Associates of America \(PECAA\)](#)

Best in Marketing

Best in Marketing honors an individual or company for their creative and strategic marketing tactics to effectively promote *Transitions* lenses or *Transitions* portfolio among customers or within their communities.

- **Winner:** [Austin Ryan Optika](#)
 - Finalists: [Value Optical](#) and [Walman Optical](#)

Industry professionals interested in next year's awards program can find more information at [Transitions.com/Awards](https://www.transitions.com/Awards).

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](https://www.transitions.com) or [TransitionsPRO.com](https://www.transitionspro.com).

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