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**Contact**

Lesley Sillaman

Red Havas

tel 202 491 4055

[lesley.sillaman@redhavas.com](mailto:lesley.sillaman@redhavas.com)

Arnaud Rajchenbach

Transitions Optical Canada

tel 514 662 1173

[arnaud.rajchenbach@transitions.com](mailto:arnaud.rajchenbach@transitions.com)

**Transitions Optical Announces “Keep Your Eyes on the Ball” Consumer Contest in Partnership with Golf Canada**

*Canadian consumers can win a pair of Transitions® lenses and a golf trip for four to Kananaskis in Alberta*

PINELLAS PARK, Fla., July 20, 2022 – Transitions Optical in Canada has announced a new consumer contest in partnership with Golf Canada. The *Transitions* “Keep Your Eyes on the Ball” contest gives Canadian consumers the chance to enter to win over \$5,000 in prizes, including a pair of *Transitions* lenses and a golf trip for four to Kananaskis in Alberta.

Consumers can simply enter the contest now through August 28, 2022 by completing the entry form at [Kananaskismagicalexperience.com](http://Kananaskismagicalexperience.com). The contest is open to any person who resides in Canada and is over the age of 18. The winner will be drawn at random from the contest participants and announced on Tuesday, August 30, 2022.



“Golf is a great match for *Transitions*, especially since lighting conditions vary greatly on the golf course at all times of day,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “Whether in direct sunlight or shadows from trees, golf fans and amateur players alike appreciate *Transitions* ability to seamlessly

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Transitions Optical 9251 Belcher Road, Suite B Pinellas Park, FL 33782  
727-545-0400 tel [www.Transitions.com](http://www.Transitions.com)

adapt their level of tint to provide the best protection for comfort and enhanced vision on and off the course. We will also be able to share this with consumers at our Transitions booth during the [CP Women PGA Golf Tournament](#) in Ottawa, where visitors will be able to try the 12 *Transitions* lens colours, ask all their questions about *Transitions* lenses, and receive customized advice on *Transitions*."

The winner of the contest will receive a gift certificate to the optical clinic of their choice that offers *Transitions* lenses to redeem for their prize pair. The trip to Kananaskis in Alberta includes airfare for four from a major Canadian airport to the golf destination, accommodations, a rental car if necessary, and two rounds of golf.

For more information on this exciting promotion and to share the contest with their patients, eyecare professionals can visit [Kananaskismagicalexperience.com](http://Kananaskismagicalexperience.com).

### **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).**