



FOR IMMEDIATE RELEASE

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Transitions Optical in Canada and Eye Recommend offer the Get Certified with Transitions Contest in Canada

Eyecare professionals can win Transitions merchandising kits or a trip to Transitions Academy 2023 by completing the Transitions Certification Program

MONTREAL, October 31, 2022 – Transitions Optical and Eye Recommend in Canada have partnered to offer a Get Certified with Transitions contest to promote the Transitions Certification Program. The promotion will run until November 18, 2022 and is open to all Eye Recommend members across Canada.

To participate, clinics must become Transitions Certified by having at least three team members complete the online training before November 18, 2022 available at TransitionsCertified.com/en-ca. Eye Recommend member practices who complete the program by the contest deadline will have a chance to win various



prize packages. Included in the available prizes will be early bird draws for a chance to win free pairs of *Transitions® Signature® GEN 8™* style color lenses. In addition, all practices that complete the Transitions Certification Program and become a Transitions Certified Provider by November 18, 2022 will be entered into a draw to win one of 10

Transitions merchandising kits to highlight and engage consumers about Transitions. The merchandising kits include seven *Transitions* lens glorifiers, one Transitions light cube, one pop-up banner, and a Nespresso coffee machine or \$200 gift card. Participants that complete the Certification Program will also have a chance to win one of two trips for two team members to attend Transitions Academy 2023 at the JW Marriott Grande Lakes in Orlando, FL.

“This collaborative contest with Eye Recommend provides an excellent opportunity for eyecare professionals to reach and/or exceed their goals before the end of the year,” said Christine Zeggil, national key account executive for Transitions Canada. “We believe that participating Eye Recommend member practices can gain the education and resources they need to strengthen their confidence in recommending *Transitions* lenses to their patients.”

“We value the partnership with Transitions Optical to bring programs like this to our members in an informative and fun way,” said Mariko Macken, director of marketing, events and communications with Eye Recommend. “Education and training add value to each of our practices, so they can continue delivering the best patient experience and support their patient’s eye health and vision needs.”

For further details and additional information regarding the ‘Get Certified with Transitions’ contest, please reach out to your Eye Recommend Business Coach or Transitions Canada at cscanada@transitions.com.

About the *Transitions*® Brand

Transitions® *Light Intelligent 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 [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

About Eye Recommend

Eye Recommend is a cooperative and growing network of independent optometrists across Canada, delivering the best in eye health to patients. The group leverages the power of their network to bring the best technology, resources and services to members, providing the advantages required to grow independent practices. For more information about Eye Recommend, visit EyeRecommend.ca.

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