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## **Transitions Optical in Canada and the Opticians Association of Canada Now Accepting Applications for the 2023 Students of Vision Scholarship Program**

*This year students will be asked to discuss the importance on diversity and multicultural efforts in eyecare.*

MONTREAL, October 3, 2023 – As part of a partnership to support the next generation of eyecare professionals, Transitions Optical and the Opticians Association of Canada (OAC) are now accepting submissions for the 2023 Students of Vision Scholarship Program. Currently enrolled (for the 2023-2024 school year) opticianry, optometry and optometric assistant students from across Canada are eligible to apply for the chance to win one of three prizes: a \$2,000, \$1,500 or \$1,000 scholarship. All winners will also receive a complimentary trial pair of *Transitions*® lenses, and the first-place winner will receive an invitation to Transitions Academy 2024 in Orlando, FL.



To enter the scholarship program, students must develop a project in the form of an essay, video or presentation about how they will advocate for diversity, equity and inclusion in order to help educate patients and protect their vision. A webpage with more information can be found at [Transitions.com/canada-students-of-vision/en-ca/](https://transitions.com/canada-students-of-vision/en-ca/). Submissions will be evaluated by a panel of judges against the following criteria: creativity, strategic thinking and ethics.

This year's scholarship was inspired by recent research from Transitions Optical, conducted by Wakefield Research, demonstrating the need for further education surrounding eye health for diverse patients. Black, Indigenous, and people of colour (BIPOC) in Canada are quickly becoming the majority—and, as a result, more eyecare professionals are experiencing a culturally diverse patient base with unique vision care and communication needs.

“Continuing education and conversation around diversity, equity and inclusion inspires positive changes for populations who historically have not been treated equally,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical in Canada. “We’re proud to support the future of eyecare professionals in creating a more inclusive atmosphere within the optical industry.”

“We’re honored to continue our partnership with Transitions Optical to inspire a new generation of optical professionals in their own efforts to provide the best level of care for diverse patients,” said Robert Dalton, Executive Director, OAC. “We look forward to setting a sector standard of understanding and acceptance.”

All submissions should be sent to [StudentsofVision@Transitions.com](mailto:StudentsofVision@Transitions.com) by November 10, 2023. The winners will be announced on December 8, 2023.

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

*Transitions*® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, 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/).

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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).