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Transitions Announces Dates for Transitions® Academy 2024

MONTREAL, October 30, 2023 – Transitions has announced that Transitions® Academy 2024 will take place February 11 to 14, 2024 at the JW Marriott Grande Lakes in Orlando, Fla.

Transitions® Academy 2024 will continue to provide industry professionals with the opportunity to expand their knowledge through expert presentations, inspiring guest speakers, and *Transitions®* product and professional development workshops. The winners of the 2023 Transitions® Innovation Awards will also be announced during the event.



Industry professionals who wish to attend Transitions® Academy 2024* can do so through the following ways:

- 1) Become a Transitions® Innovation Award Finalist*** – The awards are open to optical industry professionals, educators, retailers, optical laboratories and independent eyecare professionals and practices. The 2023 Transitions® Innovation Awards categories include:



- Transitions® Healthy Sight Ambassador (individual-only award),
- Retailer of the Year,
- Eyecare Practice of the Year,
- Channel Partner of the Year and,
- Best in Training.

Nominations for the Innovation Awards are open October 17, 2023 through November 13, 2023. Additional details on the award categories and submission process can be found at [Transitions.com/Awards](https://www.transitions.com/Awards).

2) Request a Spot / Nominate Someone to Attend* –

Interested industry professionals from North America can request an invitation (limited spaces are available) at [TransitionsAcademy.com](https://www.transitionsacademy.com) (English website only). Additional details about cost and arrangements will be provided.



To learn more about Transitions® Academy 2024, visit the official Transitions Academy website at [TransitionsAcademy.com](https://www.transitionsacademy.com).

* In Quebec, an eyecare professional subject to the Professional Code and a code of ethics may participate in the Transitions 2024 Academy or submit an application for the Transitions Innovation Awards, but must do so at his or her own expense. This includes Academy registration fees, flights, accommodation or any other related expenses. In the context of the Innovation Awards, if your application is selected as one of the finalists for the Innovation Awards, the attendance fee will be at your own expense and will not be covered by Transitions.

About Transitions® Academy

Transitions® Academy is one of the most well-recognized and unique educational events in the optical industry. Each year, hundreds of industry professionals from across the globe attend to participate in professional development and product technology

workshops, hear from experts and educators on marketing and industry trends, and learn from their peers and partners during panel discussions.

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 or 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.