



FOR IMMEDIATE RELEASE

Contact

Lesley Sillaman

Red Havas

tel 202 491 4055

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical Canada

tel 514 622 1173

arnaud.rajchenbach@transitions.com

Transitions Optical Unveils Finalists for the 2023 Transitions® Innovation Awards

MONTREAL, Jan. 18, 2023 – Transitions Optical, Inc. has named the finalists for its annual Transitions® Innovation Awards program, which honors both individuals and organizations who have shown unparalleled commitment to innovating their business over the past year.

“The caliber of this year’s finalists underscores the remarkable strides being made across our industry,” said Drew Smith, senior director, North America channels, Transitions Optical. “Their dedication to excellence aligns seamlessly with our core values of quality, education, service, and innovation, and we eagerly anticipate honoring their achievements at Transitions® Academy in February.”



Transitions® Healthy Sight Ambassador

The Transitions® Healthy Sight Ambassador award celebrates an individual who best showcases their dedication to being an influential healthy sight advocate by embodying one or more of Transitions’ values of quality, education, service, and innovation. The 2023 finalists include:

- Ric Peralta, ABOC, HFOAA, consultant, frame/lab manager – [Focal Point Optometry](#) (Fullerton, CA)
- Sophia Pray, optician and office manager – [Huntley Eye Care](#) (Huntley, IL)
- Caroline Tétreault, owner and optician – [Tétreault Isaïa Opticiens](#) (Granby, Quebec)

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' values. The 2023 finalists include:

- [Dunes Optical](#) (Michigan City, Indiana)
- [Harvey & Lewis Opticians](#) (Canton, Downtown Hartford, Enfield, Farmington, Glastonbury, Hartford Hospital, Kensington, and West Hartford, CT)
- [Webb Eyecare](#) (Alliance, Bridgeport, and Scottsbluff, Nebraska)

Canada Eyecare Practice of the Year

The Canada 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' values. The 2023 finalists include:

- [Merwin Optical](#) (Fort St. John, BC)
- [Optique Cloutier](#) (Châteauguay, Quebec)
- [Tétreault Isaïa Opticiens](#) (Granby, Quebec)

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' values and demonstrating a commitment to enhancing the vision of their customers and communities. The 2023 finalists include:

- [Henry Ford OptimEyes](#)
- [Target Optical](#)
- [Walmart Vision Center](#)

Canada Retailer of the Year

The Canada Retailer of the Year title is awarded to a retailer in Canada for actively supporting Transitions' values and demonstrating a commitment to enhancing the vision of their customers and communities. The 2023 finalists include:

- [Lunetterie New Look Eyewear](#)
- [Theodore & Pringle Optical](#)
- [Vogue Optical](#)

Channel Partner of the Year

Channel Partner of the Year is awarded to an optical laboratory, Managed Vision Care company, lens manufacturer or buying group that are actively promoting healthy sight to their customers and within their local communities; and have demonstrated excellence in supporting Transitions' values. The 2023 finalists include:

- [K-Mars Optical](#)
- [Opto-Réseau](#)
- [Vision Source](#)

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 photochromics. The 2023 finalists include:

- [Dr. Tavel Family Eye Care](#)
- [Vision Source](#)
- [Webb Eyecare](#) (Alliance, Bridgeport, and Scottsbluff, Nebraska)

The winners of the 2023 Transitions® Innovation Awards will be announced during Transitions® Academy 2024 in Orlando, FL.

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/).

#

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.battisti@havasred.com