



FOR IMMEDIATE DISTRIBUTION

## EXPERIENCE THE MAGIC OF COLOURS WITH TRANSITIONS OPTICAL®

*A New National Contest Offers Canadians a Chance to Win a Dream Trip to See the Northern Lights*

**Montreal, QC – April 22, 2025** – Transitions® Optical is inviting Canadian consumers to experience the magic of colours in a whole new way with its exciting new national contest: "Experience the Magic of Colours with Transitions®." Launched on May 1, 2025, and running through December 31, 2025, this consumer-driven contest celebrates Transitions® lenses while offering a chance to win spectacular prizes.

At the heart of the campaign is a grand prize: an unforgettable, all-expenses-paid, 4-day trip for four to witness the breathtaking aurora borealis in Whitehorse, Yukon. In addition, participants can win one of eight \$1,000 gift certificates redeemable toward the purchase of a complete pair of glasses featuring Transitions® lenses.



### How to Enter:

Consumers can now enter the contest by visiting [transitionscontest.ca](https://transitionscontest.ca) and completing a simple registration form. Participants can boost their chances of winning by sharing the contest with friends to earn up to 10 additional entries.

**Monthly Prize Draws:** Eight \$1,000 gift certificates will be awarded throughout the contest period, with winners announced on the following dates:

- June 10, 2025

- July 10, 2025
- August 11, 2025
- September 10, 2025
- October 10, 2025
- November 10, 2025
- December 10, 2025
- January 9, 2026 (Final draw)

### **Eyecare Professionals: Join the Celebration!**

Eyecare professionals and Transitions® partners across Canada will receive regular updates and a comprehensive media kit, including posters and social media assets to help spread the word. By promoting the contest in clinic and online, they can help their patients take part in this colourful journey and maybe even help them win!

No purchase necessary. Open to Canadian residents. Only selected winners will be contacted.

For more information or to enter the contest, visit [transitionscontest.ca](https://transitionscontest.ca). All contest assets can be found [here](#).

### **About Transitions® Brand**

Transitions®, part of EssilorLuxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors.