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*Transitions® Returns to Festival d'été de Québec with a Unique, Immersive Experience*

**Québec City, Québec – July 8, 2025** – For the second year in a row, Transitions® Canada will be taking part in the Festival d'été de Québec (Quebec Music Festival) from July 10 to 13, inviting festivalgoers to a dynamic new space located along the Grande Allée.

This year's redesigned outdoor lounge will offer a colourful and engaging experience where guests can take part in the "See Life in Colour with Transitions® lenses" contest, receive a summer giveaway as a thank-you for stopping by, and meet brand ambassadors to learn more about Transitions® lenses.



Visitors will also be able to discover and try the full Transitions® portfolio — including GEN S™, XTRActive® New Generation, XTRActive® Polarized™, Drivewear®, and Style Mirrors. The activation is designed to educate consumers on how Transitions® lenses adapt to everyday light changes, offering the perfect balance of comfort, protection and style.



"It's important for Transitions® to stay closely connected to consumers and patients to hear what they love about our lenses, but also to better understand the barriers eye care professionals face in recommending them," say Mathieu Arsenault and Arnaud Rajchenbach from the Transitions® Canada marketing and sales team. "We recognize that objections to Transitions® often stem from a lack of awareness or outdated perceptions. Through experiences like these, we can listen, educate, and provide tailored recommendations based on people's actual visual needs."

By immersing themselves in the Transitions® experience, festivalgoers will gain a clearer understanding of the brand's innovation and value, helping to drive more informed, confident conversations with their eye care professional when considering their next pair of lenses.

#### **About the Transitions® Brand**

Transitions®, part of the 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.