

Transitions® Canada and the Opticians Association of Canada (OC) Announce the Winners of the 2025 Students of Vision Scholarship Program



Montréal, Québec – February 10, 2025 – Transitions® Optical, in collaboration with the Opticians Association of Canada, is proud to announce the winners of the 2025 Students of Vision Scholarship Program. Since its inception in 2008, the program has supported more than 50 students across Canada, helping nurture emerging talent and strengthen the future of the optical industry.

This year marked a milestone for the program, with **40 submissions - the highest number to date**. Students were invited to develop a creative project demonstrating how they would inspire and educate young adults (ages 18-35) to choose dynamic lenses as part of their everyday eyewear. Entries were evaluated based on creativity, presentation, strategic thinking, and ethics. Following a competitive review process, the top three applicants have been selected:

1st Place – Jennifer Tam, Seneca Polytechnic

Recognized for her innovative in-office patient education concept, Jennifer developed a UV exposure model that visually demonstrates how Transitions® lenses activate and block UV

light. Her project also included an interactive guide to help deepen patient understanding and support meaningful conversations.

2nd Place – Michela Mariano, Cégep de Lanaudière à L'Assomption

Michela's project presented a modern pop-up event experience designed to reframe Transitions® lenses as an expression of personal style. Through immersive elements—including a UV photobooth and aesthetic-led demo walls—her concept resonated strongly with younger consumers and their desire for fashionable, tech-driven eyewear.

3rd Place – Calista Bokinac, University of Regina

Calista proposed a social-media-driven idea empowering wearers to become co-creators of the Transitions® brand. Her submission included in-person and virtual try-on photoboos simulating real-life lighting scenarios, paired with a social contest to drive engagement and community participation.

Each winner will receive a scholarship valued at \$2,000, \$1,500, or \$1,000, along with a pair of Ray-Ban® Meta smart glasses with Transitions® lenses. The top winner will also join Canadian eyecare professionals on an exclusive trip to experience the Aurora Borealis in Whitehorse, Northwest Territories.

The program continues to highlight the importance of engaging young adults who navigate constantly changing light environments—from screens to sunlight to indoor settings. Transitions® GEN S™ lenses are developed for this lifestyle, offering ultra-fast adaptability, visual comfort, and stylish colour options suited to individual expression.

A folder of the top three entries can be found here: [\[WINNING SUBMISSIONS\]](#)

In 2026, Transitions will come back with another program to continue supporting the optical students and their vision on the optical industry and on the eye health.

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. www.transitions.com

- Media Contact:

Jacqi Richardson jacqi.Richardson@essilorusa.com

Jane Donnabella: jdonnabella.ext@luxotticaretail.com

- Transitions Canada Contact:

Arnaud.rajchenbach@transitions.com