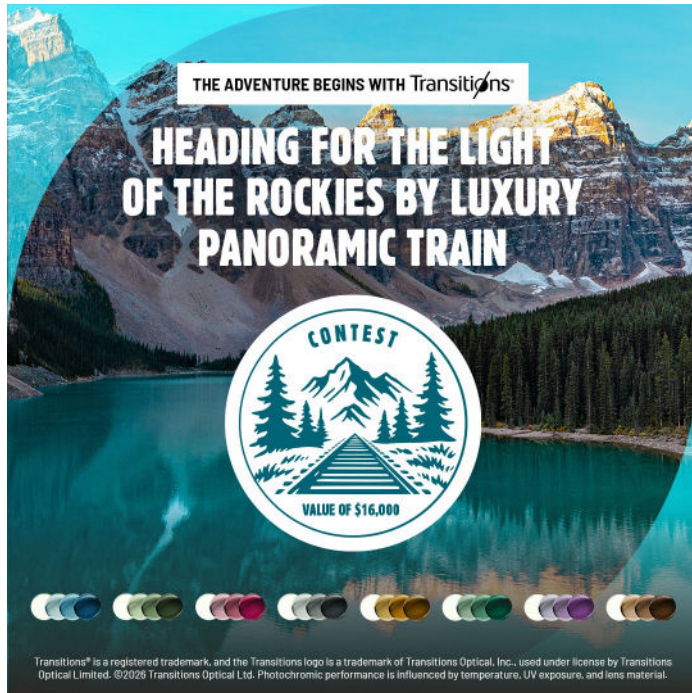




FOR IMMEDIATE DISTRIBUTION

See the Rockies in a New Light: Transitions® Launches Panoramic Train Adventure Contest

Montréal, Québec – May 5, 2026 – Transitions® Optical.



Transitions® invites consumers to embark on an unforgettable journey with its new national contest, “The Adventure Begins with Transitions®.” Running from May 1 to December 31, 2026, this eight-month consumer contest celebrates the full portfolio of Transitions® lenses -highlighting the Transitions® GEN S™, Transitions® XTRActive®, Transitions® Drivewear® lenses and the brand new Transitions® Color Touch™ - by offering participants the chance to win an extraordinary luxury travel experience through the

Canadian Rockies.

One lucky winner will receive a 3-day luxury panoramic train journey for two, featuring a breathtaking itinerary typically traveling from Vancouver to Jasper, with an approximate retail value of \$16,000.

The grand prize includes:

- GoldLeaf Service panoramic train experience over three days, featuring a premium bi-level dome coach
- Round-trip airfare for two
- Limousine airport transfers
- Gourmet breakfasts and lunches served daily on board
- Two nights of hotel accommodation in Whistler and Quesnel

-more-

- Dedicated onboard hosts, luggage handling, and motorcoach transfers

Designed for comfort, elegance, and awe-inspiring views, the experience reflects the Transitions® promise of helping wearers adapt effortlessly to changing light - wherever life takes them.

Participation details:

- Limit of one entry per person for the duration of the contest
- Complete the [online registration form](#) to enter
- Earn up to three additional chances to win by:
 - Selecting a favourite colour
 - Completing a true-or-false quiz
 - Subscribing to the Transitions® newsletter
 - No purchase necessary.

Only selected winners will be contacted.

As trusted Transitions® partners, eye care professionals play a key role in bringing this contest to life. Throughout the contest period, participating eyecare professionals will receive a series of email communications with updates and resources to help support in-practice promotion.

To make sharing easy, the brand will provide a dedicated ready-to-use media kit [[ACCESS HERE](#)]. These tools are designed to help spark conversation, encourage participation, and reinforce the Transitions® experience - both in-practice and online.

All information and details are available at www.transitionscontest.ca.

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

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