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Transitions Optical Announces 2016 Transitions Innovation Award Finalists

Winners to Be Announced During the 21st Annual Transitions Academy Event

PINELLAS PARK, Fla., December 8, 2016 – Transitions Optical, Inc. has named the finalists for its annual Transitions Innovation Awards program, which recognizes both individuals and companies for their innovative efforts to support the Transitions® brand over the past year. The finalists will be honored during Transitions Academy 2017, where the winners will be announced.

“This year’s finalist list is made up of talented and passionate individuals and organizations who are working every day to improve the lives of their patients and customers,” said Jose Alves, general manager, Americas, Transitions Optical. “We are incredibly honored that these finalists choose to make the Transitions® brand an important part of their business and we look forward to showcasing their efforts at this year’s Academy.”

2016 Transitions Brand Ambassador

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to being an influential advocate of the *Transitions* brand. The 2016 finalists include:

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- Dr. James Vann, O.D. - [VisionArts Eyecare Center](#) (Fulton, Missouri)
- Dr. Jennifer Lyerly, O.D. – [Eyedolatry](#) (Raleigh, North Carolina)
- Sheena Taff, Optician - [Roberts & Brown Opticians](#) (Vancouver)

Best in Growth Achievement

The Best in Growth Achievement title is awarded to an individual or company that has demonstrated a strong commitment to Transitions Optical and photochromic growth.

The 2016 finalists include:

- [Pacific Eye Care](#) – Independent practice located in Port Orchard, Washington
- [Henry Ford OptimEyes](#) – 19-office regional retail chain in the Metro Detroit area
- [National Vision, Inc.](#) – National retailer with over 900 retail locations in the U.S. and Puerto Rico

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 photochromic lenses, the *Transitions* brand or Transitions® family of products. The 2016 finalists include:

- Jennifer Lenhart, Director of Training and Development – [OnSight Optical](#)
- [Walman Optical](#) – Independent ophthalmic company with over 40 branches
- [New Look Eyewear](#) – A Canadian optical retailer with 78 branches

Best in Marketing

Best in Marketing honors an individual or company for their creative and strategic marketing tactics to effectively promote the *Transitions* brand or *Transitions* family of products among customers or within their communities. The 2016 finalists include:

- [Value Optical](#) – Optical chain in Trinidad & Tobago with 11 locations
- Heather Padgett, National Product Marketing Manager – [HOYA Vision Care](#)
- [Wilson Eye Center](#) – Independent practice located in Valdosta, Georgia

Best in Patient Experience

The Best in Patient Experience award is presented to an individual or company for developing a forward-thinking approach to consistently dispense *Transitions* lens products to meet individual patient needs. The 2016 finalists include:

- [Professional VisionCare](#) – Independent practice located in Columbus, Ohio
- [Costco Optical \(Canada\)](#) – Canadian eyecare center and retailer with over 85 locations
- [Visionworks](#) – National retailer with over 700 retail locations in the US

About Transitions Optical, Inc.

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

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 the company and *Transitions* lenses, visit Transitions.ca or TransitionsCanadaPRO.ca.

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Note: For additional information or images, please contact Michael Battisti at Michael.Battisti@havas.com or 1-724-987-2640.

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Innovation Awards