



FOR IMMEDIATE RELEASE

Contact

Courtney Myers

Red Havas

412 512 6542 tel

courtney.myers@redhavas.com

Transitions Optical Announces 2021 Innovation Award Finalists

PINELLAS PARK, Fla., February 7, 2022 – Transitions Optical, Inc. has named the finalists for its annual Transitions Innovation Awards program, which recognizes both individuals and organizations for their innovative efforts to support *Transitions*® lenses over the past year.

“We are constantly inspired by our Innovation Award finalists and look forward to seeing how they express their passion and creativity through a range of initiatives,” said Jose Alves, general manager, Americas, Transitions Optical. “We are thankful for the support of these individuals and organizations, as well as everything they do to promote *Transitions* lenses both within and outside the office.”

2021 Transitions Brand Ambassador

The Transitions Brand Ambassador award celebrates an individual who best showcases their dedication to be an influential advocate of *Transitions* lenses. The 2021 finalists include:

- MéliSSane Bourque, optician – [Opto-Réseau Pointe-aux Trembles](#) (Montreal, Quebec)
- Jennifer Chinn, O.D. – [Dr. Chinn's Vision Care](#) (San Diego, California)

-more-

- Michelle Selway, regional optician advisor, training and coaching – [BonLook](#) (Western Canada)

U.S. Eyecare Practice of the Year

The U.S. Eyecare Practice of the Year title recognizes independent eyecare practices in the U.S. that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting *Transitions* lenses.

The 2021 finalists include:

- [Austin Ryan Optika](#) (New Paltz and Pleasant Valley, New York)
- [Hunter's Hill Eyecare Center](#) (York, Pennsylvania)

Canadian Eyecare Practice of the Year

The Canadian Eyecare Practice of the Year title recognizes independent eyecare practices in Canada that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting *Transitions* lenses.

The 2021 finalists include:

- [Sun City Optics](#) (Kamloops, British Columbia)
- [Optométrie Gravel](#) (Theftford Mines, Quebec)
- [MAVUE Marie Trudel](#) (Quebec City, Quebec)

U.S. Retailer of the Year

The U.S. Retailer of the Year title is awarded to a retailer in the United States for actively supporting *Transitions* lenses and demonstrating a commitment to enhancing the vision of their customers and communities. The 2021 finalists include:

- [LensCrafters](#)
- [National Vision, Inc.](#)
- [Sam's Club Optical](#)

Canada Retailer of the Year

The Canada Retailer of the Year title is awarded to a retailer in Canada for actively supporting *Transitions* lenses and demonstrating a commitment to enhancing the vision of their customers and communities. The 2021 finalists include:

- [Costco Optical](#)
- [Newlook Lunetterie • Eyewear](#)

Best in Marketing

Best in Marketing honors an individual or company for their creative and strategic marketing tactics to effectively promote *Transitions* lenses or *Transitions* portfolio among customers or within their communities. The 2021 finalists include:

- [Austin Ryan Optika](#)
- [Value Optical](#)
- [Walman Optical](#)

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 the *Transitions* lenses portfolio. The 2021 finalists include:

- [Elevate Digital Optics](#)
- [Hunter's Hill Eyecare Center](#)
- [Professional Eye Care Associates of America \(PECAA\)](#)

The winners of the 2021 Innovation Awards will be announced later this year. Additional details regarding Transitions Academy 2022 will be forthcoming.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays. 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 *Transitions*® *Light Intelligent Lenses*™, visit [Transitions.com](#) or [TransitionsPRO.com](#).

#

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.