



FOR IMMEDIATE DISTRIBUTION

Contact

Lesley Sillaman

Red Havas

tel 202 491 4055

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical Canada

tel 514 622 1173

arnaud.rajchenbach@transitions.com

Transitions Optical Now Accepting Submissions for the 2024 Transitions® Innovation Awards

Submissions due December 6, 2024

MONTREAL, Nov. 26, 2024 – Nominations for the 2024 Transitions® Innovation Awards Program are now open at [Transitions.com/en-canadapro/innovation-awards](https://transitions.com/en-canadapro/innovation-awards) through December 6, 2024. Through this program, Transitions Optical recognizes and celebrates partners and individual optical industry professionals from Canada and the U.S. who have shown the highest level of commitment to innovating their business over the past year.

The four Transitions® Innovation Awards categories are open to independent eyecare professionals and practices, optical industry professionals and educators, national and regional retailers, optical laboratories, managed vision care companies, as well as lens manufacturers and buying groups. The categories include:

- Transitions® Healthy Sight Ambassador (individual-only award)
- Retailer of the Year, North America
- Eyecare Practice of the Year, North America
- Channel Partner of the Year



Nominations for all Transitions® Innovation Awards will be accepted online (at [Transitions.com/en-canadapro/innovation-awards](https://www.transitions.com/en-canadapro/innovation-awards)) until December 6, 2024. The application process involves creating a PowerPoint submission and submitting videos to support and personalize the entry. Nominees will be judged based on who best showcases their dedication to being an influential advocate of healthy sight by embodying one or more of Transitions' brand values of innovation, quality, service, and education. Applications can be submitted directly by the applicant or nominated by a lab, lens manufacturer, industry colleague, or representative from an industry organization.

For additional information, industry professionals should visit [Transitions.com/en-canadapro/innovation-awards](https://www.transitions.com/en-canadapro/innovation-awards).

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, 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*® GEN 5™ and the product line, please visit [Transitions.com](https://www.transitions.com) or [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

#

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