



**For Immediate Release**

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## **TRANSITIONS OPTICAL SPONSORS OPTICIANRY SCHOLARSHIP PROGRAM**

***\$500 Scholarships Will Be Awarded to Ten Outstanding Students Taking on  
This Year's Theme: Healthy Sight Counseling and the Optician***

PINELLAS PARK, Fla., May 2, 2007 – As part of its commitment to the profession of opticianry and to inspire the next generation of eyecare professionals, Transitions Optical, Inc. is sponsoring ten scholarships for outstanding student opticians. Scholarships will be awarded in the amount of \$500 dollars each for projects exploring Healthy Sight Counseling and the role of the optician in patient care.

"Students in the opticianry programs today represent the future and can be expected to advance both the practice and profession in the years to come," said Carole Bratteig, manager, education and training, Transitions. "Transitions Optical is proud to sponsor these opticianry scholarships, because we believe the optician has a very important role to play in providing for the healthy sight of every patient."

### **Opticianry Scholarship Program Application**

All students currently enrolled in an accredited opticianry program in North America are eligible to apply. Interested students must complete a project based on this year's *Healthy Sight Counseling and the Optician* theme. Healthy Sight Counseling is a patient-centered, integrated

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## **Transitions Sponsors Opticianry Scholarships – 2**

approach to eyecare that encourages customized vision correction, maintenance and preventive eyecare, and increased professional and patient awareness through education. While every eyecare professional is responsible for Healthy Sight Counseling, the optician has a special role in offering patients vision wear and education. Transitions Optical wants to know how the next generation of opticians defines the role of the optician in patient care.

Students are free to submit projects of any length in any format: research paper, presentation, video, poster, community outreach, etc. Project submissions will be judged by a committee of eyecare and optician experts on the basis of how well they explore or expand upon the *Healthy Sight Counseling and the Optician* theme.

Projects should be submitted to the student's opticianry program director by the application deadline. Applications are due on Oct. 11 (World Sight Day). Scholarships will be announced prior to December 2007.

### **Transitions® Healthy Sight for Life Fund**

The Opticianry Scholarship Program is being made available as part of the Transitions® Healthy Sight for Life Fund. Transitions Optical created the Transitions Healthy Sight for Life Fund to centralize and strengthen its corporate giving endeavors, unifying them with the mission to “help preserve healthy sight for life.” To achieve this goal, funding and educational resources are provided to global, regional and local charitable and non-profit organizations or efforts whose purpose is to help create awareness of the need for eye exams, eye protection and the enhancement of visual quality, and who are striving to help eliminate preventable blindness.

In addition to monetary support, the Transitions Healthy Sight for Life Fund also provides educational materials. These materials address the importance of healthy sight at every stage in life and provide information on the steps people should take to protect and optimize their vision.

## Transitions Sponsors Opticianry Scholarships – 3

For information about the Transitions Healthy Sight for Life Fund and eligibility to receive financial support through the Fund, or to request complimentary copies of healthy sight education materials, visit [www.HealthySightforLife.org](http://www.HealthySightforLife.org) or contact [healthysightfund@transitions.com](mailto:healthysightfund@transitions.com).

### About Transitions

Transitions Optical, headquartered in Pinellas Park, was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday lenses, Transitions lenses change from clear indoors to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Cambridge, Canada and nine other countries.

For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit [Transitions.com](http://Transitions.com) or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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As part of its commitment to the profession of opticianry and to inspire the next generation of eyecare professionals, Transitions Optical, Inc. is sponsoring ten scholarships for outstanding students who address the this year's theme: *Healthy Sight Counseling and the Optician*.

**NOTE: For a high-resolution version of this image, please contact Melissa White at (412) 456-4307 or [melissa.white@eurorscg.com](mailto:melissa.white@eurorscg.com)**