



**For Immediate Release**

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## **TRANSITIONS INTRODUCES OPTOMETRY SCHOLARSHIP PROGRAM**

### ***\$500 Scholarships to Be Awarded to Ten Optometry Students Demonstrating Commitment to Healthy Sight Counseling***

BOSTON, June 29, 2007 – To support and inspire the next generation of optometrists, Transitions Optical, Inc. is sponsoring an Optometry Scholarship Program to reward ten outstanding students for their vision to promote healthy sight to patients. Supported by the Transitions® Healthy Sight for Life Fund, the program will encourage optometry students to create projects exploring Healthy Sight Counseling. Scholarships will be awarded in the amount of \$500 each to students who demonstrate a clear understanding of the integration of vision care, vision wear and education into everyday practice. Transitions announced the scholarships at the Association of Schools and Colleges of Optometry (ASCO) breakfast during the American Optometric Association's annual Optometry's™ Meeting.

"The optometrist plays a very important role in providing for the healthy sight of every patient – from the initial exam to ensuring each patient knows the proper steps to protect and preserve healthy sight well into the future," said Carole Bratteig, manager, education and training, Transitions. "A solid foundation for a lifetime of promoting healthy sight begins in the classroom. Transitions is honored to sponsor these scholarships to assist the best and brightest future healthy sight counselors as they prepare for their careers in the field of optometry."

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**Transitions Optical, Inc**

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## **Transitions Sponsors Optometry Scholarships – 2**

### **Optometry Scholarship Program Application**

All students currently enrolled in an accredited optometry program in the U.S. and Canada are eligible to apply for the program. Interested students are required to complete a project based on this year's theme: *Healthy Sight Counseling*. Healthy Sight Counseling is a patient-centered, integrated approach to eyecare that encourages customized vision correction, maintenance and preventive eyecare and increased professional and patient awareness through education. The optometrist is tasked with integrating these three components of Healthy Sight Counseling into practice – promoting a lifetime of healthy sight for every patient.

Students applying for the program 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 optometry experts on the basis of how well they explore or expand upon the *Healthy Sight Counseling* theme.

Projects should be submitted to [education@transitions.com](mailto:education@transitions.com), or via mail to Optometry Scholarship c/o Euro RSCG Magnet, 110 Fifth Ave, NYC 10022, by a deadline of Oct. 11 (World Sight Day). Scholarships will be announced prior to December 2007.

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

The Optometry 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.

## Transitions Sponsors Optometry Scholarships – 3

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.

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; Adelaide, Australia 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 optometry and to inspire the next generation of healthy sight counselors, Transitions Optical, Inc. is sponsoring ten scholarships for outstanding students who address the this year's theme: *Healthy Sight Counseling: An Integrated Approach to Healthy Sight*.

**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).**