



**For Immediate Release**

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**TRANSITIONS® HEALTHY SIGHT FOR LIFE FUND SUPPORTS  
“UV PUBLIC AWARENESS CAMPAIGN” WITH PREVENT BLINDNESS AMERICA**

***Prevent Blindness America Alliance Will Help Elevate UV Awareness Nationally,  
While Community Grant Program Opens Doors for Grassroots Action***

NEW YORK, March 23, 2007 – Supported by the newly established Transitions® Healthy Sight for Life Fund, Prevent Blindness America and Transitions Optical, Inc. are partnering to develop a “UV Public Awareness Campaign.” This national effort will be complemented by the Transitions Healthy Sight for Life Fund community grant program, which provides one-time funding and other support for eyecare professionals, optical laboratories, local charity groups or regional associations that are seeking to promote healthy sight in their communities.

The “UV Public Awareness Campaign” will focus on educating about the danger that UV exposure can pose to long-term eye health and the need for UV protection. This May, designated as “Ultraviolet Awareness Month” by Prevent Blindness America, consumer media outreach will bring attention to the issue and a Transitions-sponsored UV Learning Center will be launched on the Prevent Blindness America Web site. The site and other educational materials will explain the dangers of UV radiation and provide tips on how to protect the eyes. To drive Internet traffic to the site, sponsored links will be featured on search engines when “UV” and other key words are entered.

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## **Transitions® Healthy Sight for Life Fund Partnerships – 2**

“We’re confident that our partnership with Prevent Blindness America, in conjunction with the local efforts we will soon be supporting, will have long-term and wide-reaching impact on consumer awareness of the importance of quality vision wear and vision care,” said Bette Zaret, global corporate giving officer and vice president, global strategic marketing, Transitions. “Combining our resources with those of well-known and respected organizations, as well as providing the opportunity for our partners to take action at the community level, will enable us to engage consumers in a variety of meaningful ways.”

The alliance with Prevent Blindness America, whose mission is to help prevent blindness and preserve sight, will be funded through a national grant made possible by consumer and eyecare professional participation in Transitions Optical's national promotion. Transitions has pledged a donation for every pair of Transitions® lenses registered using the Transitions Certificate of Authenticity. In addition, through Transitions Optical's Wheel of Fortune sponsorship during the month of May, Prevent Blindness America will receive a matching donation each time a contestant lands on the Transitions spot on the Wheel. The contributions will go toward Prevent Blindness America's efforts to educate on healthy sight, and – particularly – UV protection.

“We are very thankful for the partnership with Transitions, and are honored by their support of our efforts to help end preventable blindness and vision loss,” said Daniel D. Garrett, senior vice president of Prevent Blindness America. “The cross-marketing initiatives we’re collaborating on will help promote a lifetime of healthy vision by encouraging all Americans to get their eyes examined regularly and wear UV protection.”

## **Transitions® Healthy Sight for Life Fund Partnerships – 3**

### **Call for Community Grants**

In addition to annual global and national charity grants, one-time grants will also be awarded at the community level through the Transitions Healthy Sight for Life Fund. Eyecare professionals and optical laboratories, as well as local non-profit, not-for-profit or volunteer groups and associations are all eligible for these grants. Proposals for these donations will be accepted and awarded on a rolling basis year-round through the “For Professionals” section of the Fund’s Web site, [www.HealthySightforLife.org](http://www.HealthySightforLife.org).

While funds for local grants are limited, in cases where monetary assistance is not possible, Transitions can still support the efforts of local groups by supplying marketing and 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. An educational video and brochure are available in English, Spanish and French Canadian. A toolkit with educational materials and marketing tools will also be available in 2007 to help charity and trade professionals reach out to consumers within their local communities.

“Local groups play an important role in disseminating information and heightening awareness in the community,” said Zaret. “Any assistance we can provide to these efforts will help advance the healthy sight message of the Transitions Healthy Sight for Life Fund, and will be well-deserved by the groups and individuals leading these grassroots efforts.”

### **Preserving Healthy Sight for Life**

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 will be provided to global, regional and local charitable 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.

### **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).

### **About Prevent Blindness America**

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screenings, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, it's committed to eliminating preventable blindness in America.

For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020 or visit us on the Web at [www.preventblindness.org](http://www.preventblindness.org).

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## **Transitions® Healthy Sight for Life Fund Partnerships – 5**

As part of its Transitions® Healthy Sight for Life Fund, Transitions Optical, Inc. has announced a national affiliation with Prevent Blindness America focused on developing a “UV Public Awareness Campaign.”

Through the Transitions® Healthy Sight for Life Fund, Transitions Optical, Inc. will provide one-time grants and other support for eyecare professionals, optical laboratories, local charity groups or regional associations that are seeking to promote healthy sight in their communities. Information on requesting a grant is available in the “For Professionals” section of the Fund’s Web site, [www.HealthySightforLife.org](http://www.HealthySightforLife.org).

**NOTE: For high-resolution images regarding Transitions® Healthy Sight for Life Fund, please contact Melissa White at (412) 456-4307 or [melissa.white@eurorscg.com](mailto:melissa.white@eurorscg.com).**