



2026 STUDENTS OF VISION SCHOLARSHIP PROGRAM

Demonstrate to us how you will educate young adults on the importance of everyday light management for a chance to win a \$2,000, \$1,500, or \$1,000 CAD scholarship, and a pair of Ray-Ban® or Oakley Meta with *Transitions*®.

Brought to you by Transitions Optical, Inc. and the Opticians Association of Canada. The Students of Vision Scholarship Program supports the next generation of opticians, optometrists and optometric assistants.

THE CHALLENGE

As a future leader in the optical industry, demonstrate how you will inspire and educate young adults (ages 18–40) to better understand and manage the impact of light on their everyday lives.

Light is intricately connected to our eyes, brain, and overall biology, helping shape how we see, feel, learn, sleep, and perform. Today's young adults navigate increasingly demanding visual environments across digital screens, harsh indoor lighting, bright sunlight, and nighttime glare. This highlights an opportunity to help consumers better understand how intentional light modulation can support visual comfort, performance, and long-term eye health.

Your challenge is to create a compelling idea, campaign or educational approach that:

- Educates consumers on how changing light environments can impact comfort, vision, and everyday experiences
- Demonstrates the importance of managing light throughout the day with solutions like *Transitions*® lenses

YOUR TASK

Show us how you would connect with this audience in an authentic way that captures their attention and changes behavior.

- **What approach would you take?** Would you focus on social media, in-office education, influencer collaborations, or community events?
- **How would you attract their attention?** Through storytelling, lifestyle branding, or showcasing the technology?
- **What kind of support would you build?** Training for staff, educational materials, partnerships, or digital campaigns?



A few things to think about as you prepare your project...

- How will you connect with young adults in authentic and culturally relevant ways across social media, in-office conversations, campus environments, digital experiences, or other touchpoints?
- What motivates your target audience, and how can you make light management feel personally relevant to their lifestyle, routines, and daily challenges?
- How can you simplify and communicate the science of light modulation in a way that is engaging, relatable, and easy to understand?
- Which *Transitions*® products would you recommend for your audience, and why are they the right fit for their needs, environments, or style preferences? How can new products like *Transitions*® *Color Touch*™ help?
- How will your idea inspire lasting behavior change or encourage consumers to think differently about everyday light exposure and visual comfort?
- What cultural trends or consumer behaviors can you incorporate to strengthen your recommendations and support your idea?
- How can style, self-expression, technology, wellness, performance, or convenience help make dynamic light management feel modern and relevant to today's generation?
- What are the facts? Use credible research and clinic insights to strengthen your recommendations.

HOW TO APPLY

Select a Format.



ESSAY



PRESENTATION



VIDEO



Transitions®

To enter, develop a project which shows how you will inspire and educate young adults (ages 18–40) on the importance of everyday light management. All three formats have been winners in the past; creativity is encouraged!

Projects will be evaluated by a panel of judges based on the following criteria: creativity, presentation, strategic thinking and ethics. **The students who submit the top three projects will receive prizes of \$2,000, \$1,500, and \$1,000 CAD- plus a pair of Ray-Ban® or Oakley Meta with *Transitions*® lenses for each winner!**

To be eligible, you must either be currently enrolled for the 2026-2027 school year or registered for the upcoming 2027 school year

Submit your project (or send any questions) to:
StudentsofVision@Transitions.com

In addition to your submission, please include:

1. Name
2. Phone Number
3. E-mail
4. Mailing Address
5. School
6. Program
7. A Recent Headshot*

Projects must be submitted by: **November 30, 2026**
Winners announced: **January 2027**

* If chosen as a winner, your headshot will be used on social media and in a press release announcing the winners.

Transitions is a registered trademark and the *Transitions* logo is a trademark of Transitions Optical, Inc. used under license by Transitions Optical Limited. ©2026 Transitions Optical Limited. Photochromic performance is influenced by temperature, UV exposure and lens material.