Transitions Optical and Brand Ambassador, Darius Rucker, Band Together to Elevate Eye Health during CMA Music Festival

Transitions® Lenses Announced as the “Official Eyewear of the CMA Music Festival”

PINELLAS PARK, Fla., June 3, 2013 – As the next step in its 2013 Official Sponsor of Sightseeing™ (OSS) campaign – aimed at raising awareness about the importance of healthy, enhanced vision and its connection to enjoying the “sights” in everyday life – Transitions Optical, Inc. will participate in a week-long series of Nashville-area events, from June 3 to 9, with GRAMMY® and CMA-Award-winning music artist, and Transitions lens wearer, Darius Rucker. Transitions® adaptive lenses™ will also be the “Official Eyewear of the CMA Music Festival.”

During the CMA Music Festival, from June 6 to 9, a Transitions Performance Park will be located in Nashville’s Walk of Fame Park. Here, more than 70,000 Festival attendees will have the chance to visit the Transitions Enhanced Vision Experience, which will offer the most enhanced view of some of today’s best country music artists. Atop a two-story deck, visitors will participate in trials and simulations of the Transitions® family of products, including Transitions® VI lenses, Transitions® XTRA® lenses and Transitions® Vantage™ lenses, in addition to enjoying fun outdoor activities and contests to win prizes, including a meet and greet with Darius Rucker.
“One thing I love about being a musician is the ability to connect with my fans; and vision is very much a part of that experience,” said Darius Rucker. “As part of my partnership with Transitions Optical, we’re working to spread the word in Nashville and across the country about the importance of eye exams and having the right eyewear to fit your lifestyle.”

“The opportunity to partner with Darius Rucker and serve as the Official Eyewear of the CMA Music Festival provides such a relevant platform for us to show people how healthy, enhanced vision can impact the way they live and experience life, no matter what interests they have,” said Brian Hauser, general manager, U.S. and Canada, Transitions Optical. “Research has shown that 50 percent of vision problems are preventable through early detection and follow-up care, which is why we are looking forward to an exciting week of raising awareness about the importance of proper eye care and eyewear, and providing everyone the chance to experience enhanced vision through trial opportunities with our Transitions family of products – at the Festival and throughout the local community.”

Early during Festival week, Transitions lenses and industry partner Visionworks® will also be presenting sponsors of the Darius Rucker & Friends Concert and the Darius Rucker & Friends Golf Classic, both benefitting St. Jude Children’s Research Hospital. Rucker will also be joining Transitions Optical today, at the W.O. Smith Nashville Community Music School, where the company and industry partner VSP® Vision Care will bring mobile vision clinic, “Eyenstein,” to provide free eyecare services and new eyewear fitted with Transitions lenses to underserved students participating in a summer music camp, made possible by CMA’s Keep the Music Playing program, which supports music education. Rucker will spend time at the school sharing his own story about how vision impacts his career and personal life, and encouraging the students to take care of their eyes so they can see their best to read and play the music they love.

Mobile vision clinic, “Eyenstein,” will also visit the Andrew Jackson and Franklin Boys & Girls Clubs to continue to provide these services to children later in the week. Mobile literacy initiative, Bess the Book Bus, another partner of Transitions Optical’s, will also be on site distributing free, brand-new books to the children, reinforcing the connection between healthy vision and reading and learning.
“We are thrilled that Transitions Optical is joining us for the Music Festival this year,” said Sheri Warnke, senior vice president, marketing and communications, Country Music Association.

“With their significant presence and week-long activation, including the outreach event at W.O. Smith School and Boys & Girls Club, to the tremendous experiences housed within Transitions Performance Park at the Festival, the Nashville community and event attendees are sure to learn more about eye health and benefit from Transitions’ efforts here.”

The Transitions lenses and Visionworks tent, located in The Buckle during the Festival, will be providing free vision screenings to attendees and a special discount offer on frames fitted with Transitions lenses at select Visionworks store locations.

To learn more about Transitions lenses, and to enter to win exciting Darius Rucker and CMA prizes, visit www.seemoresights.com.

ABOUT TRANSITIONS OPTICAL
Since Transitions Optical, headquartered in Pinellas Park, Fla., was founded more than 20 years ago, the company has been driven by an innovative spirit and a commitment to partnership. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers state-of-the-art light management technology in virtually every major lens design and material encompassing a family of everyday adaptive lenses and performance sun lenses.

Everyday lens options include Transitions® lenses, which provide indoor clarity and outdoor darkness; Transitions® XTRActive® lenses which provide more activation for extra protection; and the revolutionary Transitions® Vantage™ lenses, the first and only photochromic lenses to darken and polarize outdoors for even crisper sharper vision.

The Transitions® adaptive sunglass line includes a range of products customized in partnership with other best-in-class brands. These products are all designed to provide a visual advantage by increasing contrast, sharpening colors, reducing glare and improving distance and depth perception.

Transitions Optical is dedicated to promoting healthy sight worldwide and to supporting its partners and optical professionals with tools, programs and resources to aid in their individual efforts and help strengthen industry growth. For more information, visit TransitionsPRO.com, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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