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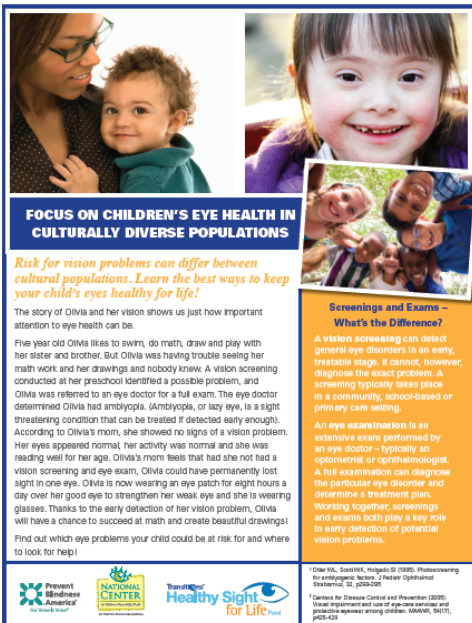
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Prevent Blindness America and Transitions Optical Partner to Educate on Children's Eye Health in Culturally Diverse Populations

Focus Paper Now Available to Help Eyecare Professionals during Back-to-School Season

PINELLAS PARK, Fla., July 9, 2013 – Prevent Blindness America, the nation's leading volunteer eye health and safety organization, and Transitions Optical, Inc. have partnered again to expand education on addressing the nation's vision problems, with a special focus on at-risk groups. The new "Focus on Children's Eye Health in Culturally Diverse Populations" paper highlights eye-related issues and considerations for kids, highlighting factors that further impact members of various ethnic groups.



The report was released following Prevent Blindness America's "Focus on Eye Health Summit," held on June 18, 2013 in Washington, D.C. as a call-to-action for government agencies, policymakers, organization leaders and patient advocates to make eye health education among these groups a national priority. It is also available on the Prevent Blindness America website for eyecare professionals and consumers to download.

“During this year’s summit, we really focused on the economic burden caused by the growing number of vision problems in our country,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “The total economic burden of eye disorders and vision loss in the United States is \$139 billion every year. Although much of this lies with the aging population, the best way to protect eye health and reduce this burden over time is through early identification and treatment of vision problems. Understanding what the risks are that can eventually lead to vision loss and other debilitating vision problems – and taking into account how these risks differ between cultural populations – are important steps toward this goal.”

Added Manuel Solis, multicultural marketing manager, Transitions Optical, “we’ve been expanding our education bank focused on cultural and diversity issues for several years. This is the perfect time of year to focus on children’s eye health, with back-to-school exams on the horizon.”

The “Focus on Children’s Eye Health in Culturally Diverse Populations” paper is made possible through an educational grant from the Transitions Healthy Sight for Life Fund™. To download it, visit PreventBlindness.org/focus-childrens-eye-health.

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 screening and training, 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 and regional offices, Prevent Blindness America is 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 preventblindness.org or facebook.com/preventblindness.

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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