



報道関係者各位

この資料は、米国トランジションズ オプティカル社が 2011 年 2 月 15 日(米国現地時間)に発表したプレスリリースを日本語に翻訳再編集し、皆さまのご参考に供するものです。正式言語は英語であり、その内容及び解釈については英語が優先します。

2011 年 2 月 28 日
トランジションズ オプティカル

トランジションズ・チャンピオンシップの出場者発表 — 世界のトップ選手が集結

石川遼選手とマテオ・マナセロ選手(イタリア、17 歳)の 10 代対決にも注目

[2011 年 2 月 15 日・米国フロリダ州イニスブルック発] :

米国トランジションズ オプティカル社と、コパーヘッズならびにイニスブルックリゾートは、世界のトップゴルファー数名を含む注目の 2011 年トランジションズ・チャンピオンシップ(3 月 14 日~20 日)の出場者を発表しました。

今回の出場選手では、2010 年のフェデックスカップ優勝者であり、米 PGA ツアー最優秀選手ジム・ヒューリック選手を筆頭に、本大会のこれまでの優勝経験者が今年も顔を揃えます。二度の優勝経験があるレティーフ・グーセン選手とチェ・キョンジュ選手、さらにトランジションズ オプティカル社のアンバサダーであるケニー・ペリー選手、トレバー・イメルマン選手のほか、スティーブ・ストリックカー選手、パッパ・ワトソン選手、ザック・ジョンソン選手等も、ゴルフファンの期待に応えて参戦します。

公式世界ランキング 2 位のマーティン・ケイマー選手は、外国選手招待を受け、今回トランジションズ・チャンピオンシップに初出場を果たします。ケイマー選手は 2010 年の全米プロゴルフ選手権で優勝、その後もヨーロッパツアーで 3 回の勝利を重ねました。

また、20 歳未満の世界トップ 2 選手(公式世界ランキングによる)も名乗りをあげています。日本の国内ツアーで既に 9 勝をあげている石川遼選手(19 歳)が再び出場、3 年連続の参戦となります。また、外国選手招待枠のマテオ・マナセロ選手(イタリア)は石川選手よりさらに若く 17 歳。 マナセロ選手はヨーロッパツアー史上最年少優勝を達成し、昨年のマスターズではアマチュアとして 36 位の成績を収めています。

またチャンピオンシップの期間中に実施される、選手やギャラリー向け関連イベントの詳細も合わせて発表されました。重点を置くテーマは、「健やかな視覚の重要性」、並びに「スポーツでベストを尽くしたり、健康的なライフスタイルをおくるために重要となる視覚の役割」についてです。

トランジションズ・チャンピオンシップに関する情報はこちらのサイトをご覧ください www.transitionschampionship.com.

トランジションズ オプティカル社、また紫外線吸収・遮断レンズとして全米検眼協会認定のトランジションズレンズについて詳しい情報は Transitions.co.jp をご覧頂くか、トランジションズ オプティカル カスタマーサービス(0120-114-405)へお問い合わせ下さい。

※P.2 以降は米国トランジションズ オプティカル社が 2011 年 2 月 15 日(米国現地時間)に発表したプレスリリースです。



FOR IMMEDIATE RELEASE

Transitions Championship Reveals Field of World's Top Players and Expanded On-site Experience for the Entire Family Connecting Healthy Sight to a Healthy, Active Lifestyle

INNISBROOK, Fla., February 15, 2011 – Transitions Optical, Inc., The Copperheads and Innisbrook Resort today announced an outstanding field for the 2011 Transitions Championship, comprised of several of the world's top golfers, and details of an exciting week-long tournament experience for players and spectators – all focused on the importance of healthy vision and the critical role vision plays as a part of optimum sports performance and an overall healthy lifestyle.

Led by 2010 FedExCup champion and PGA TOUR® Player of the Year Jim Furyk, all of the tournament's recent past champions are expected to compete again this year, including two-time winners Retief Goosen and K.J. Choi. Other TOUR favorites expected to return include Transitions Optical's ambassadors Kenny Perry and Trevor Immelman, as well as Steve Stricker, Bubba Watson, Zach Johnson, and Nick Watney.

Martin Kaymer, the number two player in the Official World Golf Ranking has received a commissioner's foreign exemption and will be making his Transitions Championship debut this year. Kaymer won the 2010 PGA Championship, plus three more tournaments on the European Tour since then.

In addition, the two best players in the world under 20 years of age, as measured by the Official World Golf Rankings, have committed. Ryo Ishikawa, who has already won nine times on the Japan Tour, will be back to compete for the third consecutive year. Also, a sponsor's exemption was extended to Italy's Matteo Manaserro, who at age 17 is even younger than Ishikawa. Manaserro is the youngest tournament winner in European Tour history, finished 36th in the Masters last year as an amateur, and is expected to compete next week in the World Golf Championships-Accenture Match Play.

Exemptions were also extended to Tampa Bay area-favorite John Daly and Alvaro Quiros of Spain, who made such a great impression at the Transitions Championship back in 2009.

"We are excited about the way the field is shaping up with the players who have committed so far," said Bob Banks, general chairman of The Copperheads. "The Transitions Championship is a premier event on the PGA TOUR and for the Tampa Bay community. The challenging Copperhead Course at Innisbrook ranks as a favorite among the players, and we look forward to another exciting tournament this year with world-class golf, family entertainment and raising funds for more than 100 local charities."

The Transitions Championship will kick off with the "Think About Your Eyes Family Walk" benefiting Prevent Blindness Florida on Sunday, March 13, during which participants will have the opportunity to walk the course the pros play and enjoy a family BBQ and entertainment for families with children by Radio Disney.

New to tournament week this year is the renaming of the former "Live Your Vision Pavilion" to the "Think About Your Eyes Pavilion," based on Transitions' affiliation with an optical industry-wide coalition called the Foundation for Eye Health Awareness and its "Think About Your Eyes" campaign, which focuses on the importance of regular, comprehensive eye exams for the entire family. The "Think About Your Eyes Pavilion," an exciting consumer destination for information, education and hands-on experiences, including sports-vision demonstrations, meet and greets with the pros, health and wellness screenings, and much more, will be located behind the 18th green in an area called "The Healthy Sight Village."

Other activities within the Healthy Sight Village include the “LensCrafters Kids’ Zone,” featuring complimentary vision screenings for children along with fun and exciting entertainment and games for the entire family; free books and read-alouds with mobile literacy unit “Bess the Book Bus;” tours of a mobile eye exam clinic called “Eyenstein,” created by Transitions and VSP® Vision Care, for children and families to learn about the importance of proper eyecare and eyewear, such as Transitions® lenses; and, the “Competitive Advantage” area developed by Nike, Transitions and VSP, where attendees will learn about the impact on vision and putting and have the opportunity to receive putting makeovers, tips and participate in putting drills.

Oakley will also be back again this year with its “Rolling O” golf experience and will also host an Oakley Pro-Am for local club professionals on Tuesday, March 15 on the Island Course at Innisbrook Resort. And, for the first time, Callaway will have a presence within the Healthy Sight Village and will offer demos and sales opportunities for Neox® Transitions® SOLFX™ in Callaway® eyewear, and will showcase the new Callaway RAZR driver.

“The cornerstone of our event and entire tournament week this year continues to revolve around the importance of healthy sight and its tie to an overall healthy lifestyle,” said Dave Cole, chief operating officer, Transitions Optical. “Together with The Copperheads, Innisbrook, our ambassadors, and our optical industry partners, including the Foundation for Eye Health Awareness, Transitions Optical remains committed to educating people locally and around the world to ‘Think About Your Eyes’ and about the steps they can take to achieve lifelong healthy sight and a healthier way of living.”

The Transitions Championship will benefit over 100 local Tampa Bay area charities. The tournament has made a charitable contribution of more than \$25 million in the last 34 years. In addition to the charitable impact, the tournament has contributed more than \$19 million to the local economy.

Tickets to the 2011 Transitions Championship – March 14-20 at Innisbrook Resort – are on sale now in participating Publix locations or by visiting www.transitionschampionship.com or calling (727) 942-5566.

About The Transitions Championship

The Transitions Championship is a 72-hole official PGA TOUR® event played on the famed Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort in Innisbrook, Florida. Transitions Optical is the title sponsor of the PGA TOUR’s Tampa Bay event, which draws a field of 144 of the finest golfers from around the world. Past winners include defending champion Jim Furyk, Vijay Singh, Sean O’Hair, and two-time winners Retief Goosen and K.J. Choi. The Transitions Championship benefits more than 100 Tampa Bay area charities and has contributed more than \$25 million to charity in tournament history. The upcoming Transitions Championship will be the eleventh PGA TOUR event sponsored by The Copperheads since 2000 (the 2001 tournament was cancelled following the attacks of 9/11). The tournament tees off March 14-20, 2011 and will include a week of tournament-related activities reinforcing the connection between healthy sight and an overall healthy lifestyle.