

The Vision Council Kicks off 2025 National Sunglasses Day Campaign

Celebration for National Sunglasses Day on June 27 Features Exclusive NYC Event and Free Promotional Toolkit to Raise Awareness of UV Eye Protection

Alexandria, VA – May 1, 2025 – The Vision Council Foundation is proud to announce the launch of the 2025 [National Sunglasses Day](#) campaign, leading up to the annual celebration on **June 27**. With fresh resources, exclusive events, and new opportunities for public engagement, this year's initiative reinforces the importance of wearing UV-protective eyewear for long-term eye health.

Founded by The Vision Council more than a decade ago, National Sunglasses Day has evolved into the Foundation's flagship consumer education campaign. The effort highlights how consistent sunglass use can help prevent serious eye conditions such as cataracts and macular degeneration, all while showcasing the style and versatility of modern eyewear.

"As we gear up for National Sunglasses Day, we're proud to lead the charge in educating consumers about the critical role sunglasses play in eye health," said **Ashley Mills, CEO of The Vision Council and The Vision Council Foundation**. "It's an opportunity to spark conversations, share resources, and shine a light on a simple yet impactful health practice that provides critical protection, enables people to show off their personal style, and perform their best in their favorite sports and activities."

National Sunglasses Day Media & Influencer Event in New York City

The Vision Council Foundation will host an exclusive, invite-only event in New York City on June 26, bringing together leading members of the media, content creators, and VIP guests to explore the unseen impact of UV light — and celebrate the power of sunglasses as essential protection.

This immersive evening will feature curated brand showcases, interactive try-on experiences, and a live art installation that reveals the invisible effects of UV exposure and highlights the critical role of sunglasses in everyday health and style.

Guests will also hear from leading experts who will illustrate how UV light impacts vision, weather, health, and beauty, and why choosing the right eyewear is more important than ever.

Through these experiences, The Vision Council Foundation aims to elevate public understanding of UV protection and officially kick off summer with a celebration of light, vision, and style.

New Promotional Toolkit Now Available

To encourage participation from organizations and individuals across the country, the Foundation has released a [free digital toolkit](#) designed to make National Sunglasses Day celebrations easy and impactful. The toolkit includes:

- Sample press release and email copy
- Customizable social media graphics and templates
- Web banners, GIFs, and stickers
- UV safety fact sheets
- Printable posters and signage
- Talking points and FAQs

Toolkit materials can be downloaded from thevisioncouncilfoundation.org and are also available for print via The Vision Council's [Vistaprint ProShop](#) at a discounted rate.

Get Involved – Celebrate, Educate, Share

The Vision Council Foundation invites eyecare professionals, retailers, educators, and the public to help amplify this year's message. Participation can include:

- **Downloading the toolkit** and sharing materials within your network
- **Hosting a National Sunglasses Day event** or offering retail promotions
- **Sharing your #SunglassSelfie or #NationalSunglassesDay** post on social media and tagging **@TheVisionCouncil**
- **Partnering with The Vision Council Foundation** to support ongoing education initiatives via special events. Contact Abigail Crosby, Partnership and Business Development Manager, at acrosby@thevisioncouncil.org for more information.

Through National Sunglasses Day, The Vision Council Foundation aims to inspire better UV safety habits and encourage year-round sunglass use to protect vision and promote eye health.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.

About The Vision Council Foundation

As the philanthropic foundation of The Vision Council, The Vision Council Foundation empowers people everywhere to see and look their best through public eye health education and optical industry career training support. A 501c3 charitable nonprofit organization, the Foundation is dedicated to ensuring better vision for better lives.