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## The Vision Council Foundation and the United Opticians Association Partner to Advance UV Safety Awareness for National Sunglasses Day

ALEXANDRIA, Va. (June 17, 2026) – June 27 marks [National Sunglasses Day](#), an annual campaign by [The Vision Council Foundation](#) dedicated to educating the public about UV safety as a cornerstone of eye health and everyday wellness. This year, the [United Opticians Association \(UOA\)](#) has joined the effort, reflecting a shared commitment to encouraging year-round sunglasses use and celebrating the role that opticians and eyecare providers play in helping people find their perfect eyewear fit.

“Protecting your eyes from UV damage is one of the simplest things you can do for your long-term health, and National Sunglasses Day exists to make sure people everywhere know that,” said **Ashley Mills, CEO of The Vision Council & The Vision Council Foundation**. “The UOA's support means we're bringing that message directly into optical practices across the country, where it can make a real difference.”

This partnership coincides with the [One Vision | One Voice | One UOA Leadership Conference](#) in Chicago, Illinois, June 25–27, which brings together optical professionals and industry leaders from across the nation and concludes on National Sunglasses Day itself. As UOA members gather to advance education, innovation, and public awareness in eyecare, the message they carry into the industry will be the same one the Foundation is sharing with the public: protect your eyes, every day.

Eyecare providers and opticians are at the center of that effort. As trusted guides in eye health, they help patients understand the risks of UV exposure and find eyewear suited to their vision needs, lifestyle, and personal style. Their role in driving awareness is significant: approximately 30 million pairs of plano sunglasses are sold through optical stores each year, representing roughly [10% of the market](#).

Still, according to The Vision Council's research, more than 37% of U.S. adults currently go without adequate UV eye protection. Wearing sunglasses every day is a small habit with a lasting impact.

“Opticians are trusted guides in eye health, and National Sunglasses Day gives us the perfect opportunity to remind our patients and communities that protecting their vision from UV damage is a year-round priority, and your optician and eyecare provider can help you make this part of your everyday routine,” said **Gwen Cooper, Executive Director of The United Opticians Association**. “We are proud to stand alongside The Vision Council Foundation this year and are excited to share this message at our Leadership Conference in Chicago.”

**Celebrate National Sunglasses Day on June 27**

The Vision Council Foundation has free, ready-made toolkits designed to engage a variety of audiences ahead of and on National Sunglasses Day. The toolkits, available now at [thevisioncouncilfoundation.org/national-sunglasses-day](http://thevisioncouncilfoundation.org/national-sunglasses-day), include social graphics, fact sheets, and customizable materials for eyecare providers, optical industry members, and consumers.

People everywhere are encouraged to help spread the word about UV safety and eye health by posting a photo of themselves wearing their favorite sunglasses on June 27, using the hashtag #NationalSunglassesDay.

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### **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.