



FOR IMMEDIATE RELEASE

Contact: Chelsea Pillsbury

703.740.9496

[cpillsbury@thevisioncouncil.org](mailto:cpillsbury@thevisioncouncil.org)

## THE VISION COUNCIL CELEBRATES NATIONAL SUNGLASSES DAY TO HIGHLIGHT IMPORTANCE OF UV SAFETY

Alexandria, VA – June 27, 2023 – Today, [The Vision Council](#), the leading trade association for the optical industry, is proud to celebrate National Sunglasses Day and highlight the importance of wearing ultraviolet (UV)-protective eyewear all year long.

[National Sunglasses Day](#) is a commemorative date held annually on June 27 and serves as a reminder that sunglasses and other UV-protective eyewear are key to long-term eye health. It was founded by The Vision Council nearly a decade ago as part of its mission to promote better vision for better lives.

“Sunglasses are an undeniable summer closet staple, but they are so much more than just a fashion statement,” said **Ashley Mills, CEO of The Vision Council**. “Sunglasses help protect our eyes from damaging UV rays, ensuring that we can take part in the outdoor activities we love. Whether it’s riding a bike on a sunny day, walking through the park, or reading at the beach, sunglasses keep our eyes safe and help us live our best lives, even on the brightest days.”

This year, The Vision Council will mark the occasion by encouraging people around the globe to take to social media and share a sunglass selfie with the official hashtag, #SolarFlair and tagging @TheVisionCouncil on [Facebook](#) and [Instagram](#) and @OpticalIndustry on [Twitter](#).

Raising awareness about the importance of UV-protective eyewear is essential, as UVA and UVB rays can result in short-and long-term damage to eye health and vision. In fact, exposure to harmful UV rays can result in life-altering conditions like photokeratitis, cataracts, age-related macular degeneration, and basal cell carcinoma. Similarly, [research](#) shows that as little as 100 seconds of direct sun exposure can result in permanent retinal damage.

In addition to the Solar Flair campaign, The Vision Council marked the occasion with a sunglass-centric research report, [Focused inSights 2023: Sunglasses Snapshot](#). The report found a vast majority of adults (82 percent) say fit and comfort are most important when picking sunglasses, and seven in ten adults said sunglasses play a crucial role in their sun protection routine.

The Vision Council also celebrated the occasion by providing [Pick Your Perfect Pair](#), a guide for selecting sunglasses; offering a [toolkit](#) of promotional materials, featuring

ready-made graphics and suggested content; and hosting a celebratory event for industry media and leaders highlighting new products from several eyewear brands including Carrera Eyewear, evil eye, Marchon, Marcolin, Maui Jim, MODO Eyewear, RANDOLPH® and Ray-Ban.

# # #

**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.*