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SUNGLASSES ENABLE BETTER, FULLER LIVES *Plus A Guide to Finding Your Perfect Pair of Shades*

Alexandria, VA – May 16, 2023 – With warmer days around the corner, Americans will spend more time outside enjoying the summer sun. Whether out on vacation, at the beach, or having a barbecue, the sun’s ultraviolet (UV) rays can harm unprotected eyes and skin. That’s why [The Vision Council](https://www.thevisioncouncil.org) is reminding Americans to celebrate National Sunglasses Day on June 27 by donning their favorite sunglasses during the sunny season, and encouraging sun-safe practices all year long.

[National Sunglasses Day](#), a day owned and celebrated annually by The Vision Council, the leading advocacy organization for the optical industry, is entirely devoted to creating awareness and highlighting the importance of wearing sunglasses as a way of protecting your eyes from the sun’s powerful and damaging rays.

But the holiday is about more than just accessorizing and looking cool in the summer sun. It’s a celebration of sight and the role of sunglasses in enabling individuals to safely pursue their passions and live their lives in a full and authentic way.

“It’s impossible to overstate the role eyesight plays in our lives,” said **Ashley Mills, CEO of The Vision Council**. “Not only does our eyesight allow us to appreciate the beauty around us, but it also enables us to complete daily tasks and enjoy the activities that we love.”

The sun poses real and tangible risks to our sight. Exposure to harmful UV rays can result in life-altering conditions like photokeratitis, cataracts, age-related macular degeneration, and basal cell carcinoma. In fact, [research](#) shows that as little as 100 seconds of direct sun exposure can result in permanent retinal damage.

“Whether you’re spending the day in garden, riding a bike, walking down the beach, or playing sports, protecting your eyes is of the utmost importance,” **Mills** said. “Wearing sunglasses means that we are able to spend more time outside and do so safely.”

With thousands of styles from hundreds of brands at every price point, consumers can find sunglasses that fit their personal needs and style while protecting their eyes. To ensure optimal fit and protect eyesight for years ahead, The Vision Council is proud to present [Pick Your Perfect Pair](#). This short guide walks consumers through the basics of selecting a pair of sunglasses best suited to your unique needs.

Once you've found your perfect pair, join us to celebrate National Sunglasses Day by sharing a sunglass selfie to social media with the hashtag #SolarFlair or by downloading our [toolkit](#), featuring ready-made graphics and suggested content.

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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.