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## **Gear Up for Sun Safety: The Vision Council Launches 2024 National Sunglasses Day Campaign with Spotlight on Sports Eyewear**

*Free promotional resources available for eyecare providers to bolster sunglass sales and join celebration on June 27*

**Alexandria, VA – May 16, 2024** – Summer will soon bring warmer weather, more outdoor time, and the world's best athletes descending on Paris, raising the visibility of sunglasses for their protection, fashion, and sports benefits. In conjunction, [The Vision Council](#) will lead the celebration of [National Sunglasses Day](#) on June 27.

Established and held annually by The Vision Council, the leading advocacy organization for the optical industry, National Sunglasses Day is entirely devoted to creating awareness around the importance of wearing sunglasses to protect people's eyes from the sun's powerful rays. This year, the campaign is spotlighting sports sunglasses, inspiring outdoor lovers to gear up with shades on before participating in their favorite activities.

"As an organization dedicated to promoting better vision for better lives, we recognize the critical role that quality eyewear plays for those engaging in sports and outdoor activities," said **Ashley Mills, CEO of The Vision Council**. "Studies show that protective eyewear can aid performance by allowing players to focus on the game without worrying about potential injury or environmental elements. This year for National Sunglasses Day, we're thrilled to highlight sports sunglasses and eyewear that do more, ensuring athletes and outdoor enthusiasts alike have access to best-in-class options that power peak performance with confidence and clarity."

National Sunglasses Day provides an opportunity for the eye care community to remind patients of the importance of protecting their eyes and share tips for choosing sports sunglasses. A toolkit with ready-made promotional graphics and suggested content is available for download at:

<https://thevisioncouncilfoundation.org/eye-protection/uv-eye-protection-and-sunglasses/national-sunglasses-day-materials/>

### **Gear Up, Shades On for National Sunglasses Day**

Join The Vision Council in celebrating National Sunglasses Day on June 27 by sharing a sunglasses selfie across social media using the hashtag **#NationalSunglassesDay**. The Vision Council will spotlight posts from around the U.S. and elsewhere through its own social media accounts.

For members of the eyecare and eyewear communities who want to participate in the National Sunglasses Day festivities, please follow The Vision Council on social media and visit [thevisioncouncilfoundation.org/NSD](http://thevisioncouncilfoundation.org/NSD) to learn more from Paris-bound competitors, recreational athletes, and outdoor enthusiasts about their favorite sports sunglasses.

### Tips to Find the Perfect Pair of Sports Sunglasses

*Members of the eyecare community are encouraged to share the following tips on social media, websites, and patient communications:*

Protecting vision from harmful UV rays and other damage is especially important during sports or other physical activities. According to The National Institute of Health's National Eye Institute, a staggering 30,000 sports-related eye injuries in the United States each year require a trip to the emergency room. Almost 90 percent of eye injuries are preventable with proper eye protection.

The right eyewear can significantly enhance performance in sports and activities by optimizing vision clarity, depth perception, and contrast sensitivity. These features may be especially attractive to athletes:

- **Polycarbonate lenses** provide the highest level of protection and can withstand the impact from a ball or other projectile traveling at up to 90 miles per hour. Proper protective eyewear should meet the American Standards for Testing and Materials (ASTM) impact standards.
- **Polarized lenses** reduce glare from reflective surfaces like water, snow, and roads and can enhance contrast and improve visual clarity. Sunglasses with polarized lenses are ideal for fishing, boating, skiing, driving, and other prolonged outdoor activities.
- **Interchangeable lenses** allow wearers to swap lenses to improve the view across different environments and weather. This can be helpful during cycling and other activities where conditions may change quickly.
- **Non-slip** nose pieces and temples help withstand the continual movement and jostling that occur during running or other sports, helping keep lightweight, snugly-fitting sunglasses in place.
- **Wraparound-style** frames can protect the delicate eye area from sunlight, wind, and debris, and they can reduce glare and stay put during physical activity.

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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.*