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****MEDIA ADVISORY****

**SAVE THE DATE: THE VISION COUNCIL'S ANNUAL
NATIONAL SUNGLASSES DAY CELEBRATION IS JUNE 27**

TVC Marks the Occasion with #SolarFlair Campaign and Media Toolkit

Alexandria, VA – May 1, 2023 – The Vision Council is proud to celebrate National Sunglasses Day on June 27 and highlight the importance of wearing UV-protective eyewear all year long.

"Sunglasses play a crucial role in promoting eye health," said **Ashley Mills, CEO of The Vision Council**. "That's why we are thrilled to announce our plans for National Sunglasses Day 2023. We hope that stakeholders across the industry will join us in celebrating this important occasion. Participation is easier than ever – we are launching an engaging social media campaign, providing a ready-made promotional toolkit, and offering educational resources to encourage people everywhere to get involved and have 'sun fun.'"

Who: The Vision Council, a leading advocate for the optical industry.

What: [**National Sunglasses Day**](#), a commemorative date held annually, celebrating the importance of wearing shades to protect the eyes from the sun's harsh ultraviolet (UV) rays.

When: June 27, with activations throughout the months of May and June.

How: [**The Vision Council's**](#) "Share Your Solar Flair" campaign encourages people around the globe to protect their eyes from harmful UV radiation while showing off their personal style. Participants are encouraged to share a selfie of them wearing their favorite sunglasses on social media including the hashtag "#SolarFlair." You can get involved with our ready-made toolkit, which features social content, draft press releases, logos and more. [LINK]

Why: UV radiation can have damaging long and short-term impacts on vision and quality of life. Fortunately, wearing UV-protective eyewear can protect the eyes and lessen the impact of harmful radiation, all while ensuring that consumers can look and feel their best.

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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. Learn more at thevisioncouncil.org.