NATIONAL SUNGLASSES DAY
THE VISION COUNCIL

CELEBRATE NATIONAL SUNGLASSES DAY

Share Your Shades on June 27

Access a toolkit with a variety of downloadable assets including social media graphics and sample copy, web banners, fact sheets and more at The Vision Council Foundation's website.

How to celebrate as a brand or practice:

- **Share National Sunglasses Day content** from our toolkit via your social media channels, website and/or points of sale.
- **Create an account on The Vision Council's Vistaprint ProShop** and order discounted print-on demand National Sunglasses Day resources like posters, retractable banners, stickers, and more.
- **Encourage brand ambassadors to wear their favorite sunglasses** and share a photo on social media with the hashtag **#NationalSunglassesDay** on June 27.
- **Host your own National Sunglasses Day event** and run special discounts and promotions, post on social media, offer giveaways and share UV-safety educational resources.
- **Become a sponsor of The Vision Council Foundation** and participate in our National Sunglasses Day events. Contact partner@thevisioncouncil.org for more information.



How to celebrate on your own:

- **Snap a 'Sunglass Selfie'** and share your picture on social media using **#NationalSunglassesDay**.
- **Snag new sunglasses** by checking your favorite optical shops for National Sunglasses Day sales.
- **Follow us on** Instagram **&** Facebook @thevisioncouncil and reshare our posts.

What are you doing for National Sunglasses Day?

We want to hear how you celebrate National Sunglasses Day! Email your plans to media@thevisioncouncil.org.