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THE VISION COUNCIL ENCOURAGES SUNGLASS WEARERS TO SHARE THEIR #SOLARFLAIR ON JUNE 27

Alexandria, VA – June 20, 2023 – The Vision Council, the leading trade association for the optical industry, is excited to announce a new social media campaign in celebration of their annual commemorative holiday, National Sunglasses Day. The campaign, “Share Your Solar Flair,” encourages people around the globe to protect their eyes from harmful UV radiation while showing off their personal style by wearing sunglasses on June 27.

“Sunglasses play a crucial role in ensuring better vision for a better life,” said **Ashley Mills, CEO of The Vision Council**. “Not only is wearing sunglasses integral to overall vision health, but sunglasses empower us to look and perform our best. We welcome everyone to join us as we celebrate National Sunglasses Day on June 27 and encourage sunglass use year-round.”

Individuals can participate in National Sunglasses Day on June 27 by:

1. Wearing sunglasses when spending time outdoors
2. Posting a selfie wearing their favorite sunglasses on social media with the hashtag #SolarFlair
3. Spreading the word about UV-safety and the importance of protecting your eyes from the sun’s harmful rays

Between now and June 27, The Vision Council will celebrate National Sunglasses Day by sharing stories, highlighting different sunglasses brands, and hosting giveaways across their social media channels. Follow The Vision Council on [Instagram](#) and [Facebook](#) @TheVisionCouncil for details.

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 protecting long-term eye health. It was founded by The Vision Council as part of its mission to promote better vision for better lives.

You can learn more about National Sunglasses Day [here](#).

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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.