

FRONT LINES

IN-STORE/Scheduled for June 27

National Sunglasses Day: Throwing Shade on UV Rays

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NEW YORK—National Sunglasses Day is only a week away. The event, held annually on June 27, aims to bring awareness to the harmful effects of the sun's UV rays and encourages the optical community to stress the importance of wearing sunglasses.

In preparation for June 27, the Vision Council encouraged ECPs and optical retailers to help promote the importance of UV-protective sunwear as a part of the event. Since then, the optical community has utilized their social media to do just that. From New York to Seattle, ECPs across the nation are encouraging their customers to post photos using #NationalSunglassesDay and #SunglassSelfie, while others are holding special promotions and sales in commemoration of the event. ■

1. The Vision Council has started the countdown to June 27.
2. Nebraska's Advanced Eye Care Hastings encourages their customers to wear sunglasses.
3. The Eye Doctors at CNY Eye Care in Syracuse, N.Y. will be offering some sunwear savings.
4. Eye Balls Seattle is holding a raffle.
5. Frames Direct is holding a contest for a free pair of designer sunglasses.
6. FYSH UK speaks out about the seriousness of UV damage.
7. Laconia Eye and Laser Center in Gilford, N.H. urges patients to share their #SunglassSelfies.
8. Metro Optics Eyewear is partnering with Bronx Mاما to promote wearing sunglasses in all seasons.
9. Tacoma, Washington's Mo Tuttle will have a special National Sunglasses Day Giveaway.
10. MyEyeDr. talks about other harmful material besides UV rays.
11. The most adorable customers at Palatine Vision Center in Illinois will participate in #NationalSunglassesDay.
12. Michigan's Rx Optical would also like customers to share #SunglassSelfies.
13. Rye Eye Care has already gotten the ball rolling in New York.
14. Eye Care Associates in North Carolina is educating their customers on the importance of sunglasses.
15. Wildwood Vision Specialists in Missouri are camera-ready for #NationalSunglassesDay.



6 Fyshuk
 If you know that UV damage is cumulative and occurs over a lifetime of exposure, wearing sunglasses will help mitigate serious vision problems in the future. #NationalSunglassesDay #FYF

5 FramesDirect.com
 Are your sunglasses ready for #NationalSunglassesDay? We've got you covered. Enter to win a free pair of designer sunglasses in our customer photo contest. Contest ends June 16th.

7 Laconia Eye
 Get your cameras ready! #NationalSunglassesDay on 6/27, we want to see you rocking your favorite pair of shades! Send us your #SunglassSelfie

8 Metro Optics Eyewear
 #NationalSunglassesDay is 6/27! We're working w/ @BronxMama.com re wearing sunglasses in all seasons to protect eyes from harmful UV! #Bronx

9 MyEyeDr.
 Sun protection, including wearing sunglasses, is essential any time you venture outdoors. Sunglasses not only protect your eyes from harmful UV rays, but also from flying debris and other hazards. From exploring local state parks to scaling cliffs, a true outdoorsman knows that the right pair of sports shades make all the difference. #NationalSunglassesDay

10 motuttle
 motuttle Giveaway is coming up... head over to my Style Insiders page on fb for deets #admotuttle #adsunnies #giveaway #fashion #sunglasses #sunline #national sunglasses day #prettythings #miramansunglasses #parkersunglasses #wesleysunglasses #davisvitors #sunshine

11 palatinevisioncenter
 palatinevisioncenter Lily and Sarah are ready for National Sunglasses Day on June 27th! Our frame stylists would love to help you find the perfect pair! #palatinevisioncenter #visioncare #national sunglasses day #sunglasses #hoptical

12 Eye Care Associates
 How often do you wear your sunglasses outside? Bottom line: Everyone should wear them, even when skies are gray. UV rays can infiltrate the eye no matter how many clouds are around, and it's best to get in the habit of wearing them all the time. Remember, preparation today can help sustain healthy vision for the future! #NationalSunglassesDay

13 ryeeyecare
 ryeeyecare Sunglasses Selfie Contest! National Sunglasses Day is coming and we want to see your best look. To enter, take a selfie of you wearing your shades. Tag a friend, Follow @ Tag @ryeyecare. Winner receives a pair of Dior sunglasses (retail value \$400). Contest ends 6/30/17. Have fun! #ryeyecare #sunglasses #eyewear #national sunglasses day #national sunglasses day

14 Rx Optical
 June 27 is #NationalSunglassesDay - show us your #SunglassSelfie and tag us! pic.twitter.com/PL3Rn5ZUD

15 Wildwood Vision Specialists
 Get your cameras ready! We are celebrating #NationalSunglassesDay on June 27, and we want to see you rocking your favorite pair of shades! Send us your #SunglassSelfie