



WILEY X® SUPPORTS 2017 NATIONAL SUNGLASSES DAY JUNE 27

Annual Campaign by The Vision Council Celebrates Sunglasses and Shares The Need for Daily UV Protection This Summer and All Year Long

According to a report by The Vision Council, 75-percent of Americans say they are concerned about UV eye exposure. Yet, only 31-percent state that they wear sunglasses every time they go outside. This disconnect, and the very real potential for cumulative, long-term vision damage is the primary reason for [National Sunglasses Day](#) — a nationwide educational multi-media campaign aimed at increasing awareness of the need for UV-rated sun protection.

Last year, this effort resulted in more than half a billion media impressions and became an official trending topic on social media. As a leading manufacturer of protective sunglasses for the U.S. military, top NASCAR drivers, professional tournament fishermen and everyday men and women enjoying the Great Outdoors, Wiley X® has long championed the need to wear premium protective sunglasses — not just *some* of the time, or *most* of the time, but *all* of the time.

To help spread the word and extend the reach of this educational effort, Wiley X is teaming up with two outdoor recreation powerhouses — Bass Pro Shops and Cabela's — to give away pairs of premium Wiley X shades. Bass Pro Shops will be giving away pairs of Wiley X's new-for-2017 WX Nash sunglasses through its [Facebook](#) and [Twitter](#) social channels. These new Active Lifestyle Series shades are ideal for a wide range of activities and fun in the sun, providing men and women with comfort, style and protection against the elements. Cabela's will also be using its vast social media reach to increase awareness and give away Wiley X sunglasses through its popular [Facebook](#) and [Twitter](#) pages.

"Campaigns such as this are critical to remind the public that not all sunglasses are created equal, and that you need to make certain the glasses you wear provide true protection," said Wiley X Co-Owner Myles Freeman, Jr. "The same unfiltered rays that cause sunburns and skin cancer can cause irreparable damage to our eyes over time. Spending a day in the bright sun without protection may seem harmless, but this habit carries a serious risk. The good news is, this risk is easily avoided by the simple act of wearing proper sunglasses every time you go outdoors — not just during the bright days of summer, but all year long," added Freeman.

For 30 years the Wiley X name has been synonymous with advanced vision protection, so it comes as no surprise that every Wiley X sunglass offers 100-percent UVA/UVB protection. When it comes to vision protection, however, Wiley X goes far beyond the harmful rays of the sun. Every adult pair of Wiley X sunglasses meets stringent ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, providing wearers with OSHA-grade vision protection for the activities they enjoy every day. People who wear Wiley X sunglasses can be confident that their eyes are not only protected from the short and long-term effects of the sun, but also from a wide range of dangers encountered on the job, on the water, on the trail or anywhere life takes them. Wiley X is the only premium sunglass brand with this level of protection in every adult style it makes.

Almost all Wiley X eyewear styles are also Rx-Ready using Wiley X's advanced DIGIFORCE™ digital Rx lens technology for superior prescription accuracy and visual clarity over the widest possible field of vision. This creates an ideal, no-compromise solution for men and women who need corrective lenses along with advanced sun and vision protection.

To learn more about the full line of Wiley X sunglasses offering Absolute Premium Protection at work or at play, visit www.wileyx.com. Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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