



## WILEY X® SUPPORTS NATIONAL SUNGLASSES DAY JUNE 27

### The Vision Council Seeks To Raise Awareness of Proper UV Protection, Stresses The Need for Sunglasses Every Time Americans Venture Outdoors

June 27<sup>TH</sup> is National Sunglasses Day, and Wiley X® is fully behind the need for this countrywide education program from The [Vision Council](#) and the message it strives to drive home — that Americans need to wear UV protective sunglasses every time they go outside.

According to The Vision Council, 75 percent of Americans are concerned about UV eye exposure, yet only 31 percent of people wear sunglasses every time they go outside. Every day, millions of Americans make a conscious decision not to wear sunglasses with proper UV protection, and this poses serious short- and long-term health risks.

“It’s unfortunate that, while people are more and more aware of the danger ultraviolet radiation poses to their skin, they understand far less about the damage it causes the eyes,” said Wiley X Co-Owner Myles Freeman, Jr. “Just as they can burn and damage your skin, the sun’s UV rays can cause a wide variety of problems for your eyes — and not just on bright, cloudless days. Proper eye protection is a critical health necessity, and needs to be worn every time you’re outdoors. It’s also important to realize that not all sunglasses are created equal, and people need to make sure the protection they choose blocks out 100 percent of harmful UVA and UVB rays,” Freeman added.

Just one day exposed to unfiltered UV rays can cause issues such as swollen or red eyes and hypersensitivity to light. Years of cumulative exposure can cause serious diseases including cancer of the eye or eyelid, and accelerate conditions such as cataracts and age-related macular degeneration.

Every pair of sunglasses made by Wiley X provides full protection against the harmful rays of the sun. However, this is just part of the story. All adult Wiley X sunglasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection for every type of activity. Selected models also carry the latest updated MIL-PRF-32432 (GL) Standard for ballistic eye protection, delivering military-grade vision protection for everyday Americans enjoying their everyday lives.

Those who wear prescription lenses also deserve the best protection possible, so the vast majority of Wiley X sunglasses are also Rx-ready using the company’s exclusive DIGIFORCE™ digital Rx lens technology. Wiley X prescription sunglasses deliver state-of-the-art protection, together with superior prescription accuracy and unparalleled visual clarity over the widest possible field of vision.

To further help spread the word about National Sunglasses Day and increase awareness of the everyday need for eye protection, outdoor retailing giant Bass Pro Shops will be teaming up with Wiley X for a sunglass giveaway on June 27<sup>th</sup> via Bass Pro Shops social media pages: [Twitter](#), [Facebook](#) and [Instagram](#). Stay tuned for your cue to enter.

To learn more about Wiley X’s full line of sunglasses delivering Absolute Premium Protection to Americans coast to coast — visit [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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