

Contact: Martin Kleinman  
Communications Strategies  
718/398-4009

Jeff DeFazio  
Cable Car Eyewear/SAA  
510/848-4700 x 3307

**FOR IMMEDIATE RELEASE**

Just in time for spring and summer fun-in-the-sun....

FREE NEW CONSUMER BOOKLET  
GIVES HOT TIPS FOR COOL SHADES

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*Attention sports fans and fashionistas – here’s all the sunglass info you’ll need....*

Available free at retailers across the country, a new consumer booklet – ***Sun Smart – Hot Tips for Cool Shades*** – offers all the sunglass information sports fans and fashionistas, from eight to 80, need to make a great choice this spring and summer.

Created by the Sunglass Association of America (SAA), in conjunction with the Vision Council of America, the four-color booklet is loaded with tips on sunglass protection, performance and fashion trends.

“For consumers, there has never been a better time to own a variety of high-performance, fashion-forward sunglasses that protects your eyes from the harmful effects of the sun,” said SAA technical director, Ken Frederick.

“The styles run the gamut from mild to wild – there’s something for every lifestyle and activity. And whether you’re driving to a favorite vacation spot, lounging by the pool, or deep sea fishing, there are lenses designed just for you. Best of all,” Frederick added, “today’s technology makes it possible for consumers to purchase high quality sunglasses that are a great value, so owning a pair for a variety of outdoor activities is now within reach.”

***Sun Smart*** helps consumers navigate the marketplace, which today offers a wide range of frame styles, materials and lens features. The differences between photochromatic, polarized and impact-resistant lenses are all explained, as are the relative benefits of various tints and frame materials.

(more)

In addition to availability at participating local retailers, *Sun Smart* is also available from the Sunglass Association of America online at [www.sunglassassociation.com](http://www.sunglassassociation.com).

The Sunglass Association of America is the leading source of information and market statistics for the sunglass and reading glass industry. The not-for-profit SAA has represented all facets of the industry since 1972, with members around the world.

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