



**Wear your Shades Day**

SUPPORT PERSONS WITH VISUAL IMPAIRMENT

Wear your favourite shades with pride and show your support for the visually impaired community

[CLICK HERE](#)



**#ShareYourShades**

Join the South African Guide-Dogs Association in championing a cause that truly matters – raising awareness about eye care and empowering those who are visually impaired.

### Why "Wear Your Shades"

Besides for the aesthetic appeal and comfort, sunglasses are essential for maintaining optimal eye health by reducing the impact of UV radiation, glare, and light sensitivity.

By wearing your shades on 12 October, you will show your support for people with visual impairment as well as create awareness on the topics of eye care.

### How It Works

When you rock your favourite shades, you're not just making a fashion statement but a statement of freedom and independence. With every R20 sticker you purchase, you support the visually impaired community and help raise awareness for eye care. Your contribution will help us provide vital support, training, and resources to those who are navigating life with visual impairments.

**#ShareYourShades**



**South African  
Guide-Dogs  
Association**



## Step 1

**Get Your Sticker:** Purchase your R20 sticker from the SA Guide-Dogs website. Stickers are available at: [www.guidedog.org.za](http://www.guidedog.org.za)

## Step 2

**Wear Your Shades:** On Wear Your Shades Day, proudly wear your sunglasses and share your commitment to eye care and support for the visually impaired.

## Step 3

**Spread the Word:** Amplify the message by sharing your photos, using our campaign hashtags, and inspiring others to join the cause. Prizes valued at over R 12 000 is up for grabs!

Encourage your friends, family and other networks to also get involved and buy a sticker.

Campaign hashtags: **#wearyourshadesday #shareyourshades**

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## Step 4

**Make an Impact:** Your R20 contribution will directly support essential training, services and assistive devices for the visually impaired.

**Donate:** Donate towards training sessions and assistive devices for the visually impaired

## About us

For 70 years, the South African Guide Dogs Association has been at the forefront of transforming lives through the provision of guide dogs, service dogs, autism support dogs and orientation and mobility services.

The South African Guide Dogs Association invites you to be a part of a movement that embraces eye care, empowerment of people with disabilities and inclusivity. Mark your calendars for #WearYourShades Day on October 12, and together, let's give the gift of independence and freedom.

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