

11th Annual Sunshine Month: Advancing Awareness on the Full Benefits of Sunlight - Vitamin D & Beyond

May 1, 2026 (Encinitas, CA) – GrassrootsHealth is proud to announce the launch of the **11th Annual Sunshine Month**, an international awareness campaign dedicated to educating the public on the powerful and often overlooked role of sunlight in supporting human health. Over the years, Sunshine Month has become a leading initiative for bringing attention to the growing body of science surrounding sunlight exposure.

While many people associate sunshine mainly with vitamin D, research increasingly shows that sunlight influences a wide range of biological systems essential to overall wellbeing, resilience, and long-term health. This year's campaign will focus on restoring a more complete and balanced understanding of sunshine as a vital component of healthy living. While modern life has left many people indoors and confused by messaging that often treats sun exposure as something to fear, [Sunshine Month](#) promotes a more thoughtful middle ground.

"When approached responsibly, sunlight remains one of nature's most accessible wellness tools," said Jen Aliano, Executive Director of GrassrootsHealth. "Sun exposure and sun protection should not be an all-or-nothing approach. Instead, healthy sun habits should be personalized based on several factors with the goal of getting regular, sensible sun exposure while avoiding overexposure and sunburn."

A Smarter Message About Sun Exposure

Many public messages focus almost entirely on the risks of sunlight, while overlooking its benefits. **GrassrootsHealth believes the healthiest path is a balanced one: avoid burning, not sunshine itself.**

This message is especially important as many people now spend the majority of their time indoors under artificial lighting, with reduced exposure to natural daylight.

"We've evolved to get the benefits of sunlight. So not to take advantage of it, to stay inside is not natural. We didn't lose pigment in our skin for a reason, not to harness the benefits of sunlight," says Dr. Prue Hart, PhD, a scientist who has published several papers on the benefits of sunlight.

Throughout the month, GrassrootsHealth will share educational resources, research reviews, expert insights, community stories, and

practical guidance designed to help individuals better understand how healthy sunlight exposure can fit into modern lifestyles. The message will emphasize the importance of thoughtful, personalized sun exposure, recognizing that geography, season, skin type, age, and lifestyle all influence individual needs.

Sunlight Is a Foundational Biological Need

Sunlight is more than a source of brightness or warmth; it is a key environmental signal that helps regulate the human body at multiple levels. New and emerging science demonstrates that responsible sun exposure may influence a wide range of biological systems linked to resilience, vitality, and long-term wellbeing, revealing that light is information for the body, helping guide processes that affect health every day.

Sunshine exposure can help support:

- Natural vitamin D production for immune, bone, and whole-body health
- Healthy circadian rhythms and restorative sleep
- Mood balance and mental wellbeing
- Nitric oxide pathways linked to cardiovascular health
- Mitochondrial energy production and cellular function
- Hormonal balance and daytime alertness
- Metabolic signaling and overall vitality

2026 Sunshine Month Educational Events

A major highlight of this year's campaign is a series of expert webinar presentations featuring leading voices in sunlight and health science.

The opening event on May 6th with Dr. Alexander Wunsch, *Sunlight as a Biological Signal for Health: A Balanced Approach*, will explore how sunlight influences health beyond vitamin D, including circadian biology, mood pathways, metabolic regulation, nitric oxide signaling, and overall physiological balance. The session is designed to help the public better understand sunlight as a whole-body regulator rather than a single-function exposure. [Learn more and register for free here.](#)

Throughout the month, there will be additional opportunities to learn directly from other leading experts, including Dr. Leigh Frame on vitamin D, exercise, and sunlight; Dr. Cedric Garland on sunlight and cancer research; and Dr. Edward Gorham on balancing vitamin D,

sunscreen use, and skin cancer risk. New research linking moderate outdoor daylight exposure with lower all-cause and cardiovascular mortality, along with expert reviews on the broader health benefits of ultraviolet light will also be highlighted.

Sunshine Month Giveaway

To celebrate participation and help expand awareness, this year's Sunshine Month Giveaway includes:

- A free Sperti UVB Vitamin D Lamp (valued at \$849)
- Vitamin D home test kits
- Educational resources, including our free Sunshine eBook
- Recognition opportunities for engaged participants

Individuals can participate by [sharing their sunlight and health stories](#), joining the newsletter community, engaging with campaign content, referring others, and sharing educational resources online to help build a more informed and empowered community. Learn more about how to participate in the giveaway [here](#).

Join the 11th Annual Sunshine Month 2026

Sunshine Month serves as a timely reminder that one of the most accessible health resources is often right outside the door.

Individuals, families, healthcare professionals, educators, and organizations around the world are invited to take part. Learn, share, participate, and help spread awareness throughout May. For campaign resources, updates, and participation opportunities, visit GrassrootsHealth, www.grassrootshealth.net.

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