



The Irlen Institute Launches Awareness Campaign Honoring Founder's Legacy

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The Irlen Institute announces a month-long awareness campaign throughout April to honor founder Helen Irlen's pioneering work in color-based visual processing solutions while raising funds for accessibility scholarships. The campaign coincides with Helen Irlen's 81st birthday month and aims to expand access to Irlen Syndrome screening and treatment services.

The global organization, which operates in 46 countries, has launched multiple initiatives, including limited-edition merchandise sales, peer fundraising opportunities, and a social media awareness challenge. Campaign proceeds will fund scholarships for individuals who need Irlen services but face financial barriers to accessing them.

"Helen Irlen's discovery that specific colors could dramatically improve visual processing for millions of people revolutionized how we understand perceptual difficulties," said Sandra Tosta, a spokesperson from the Irlen Institute. "This campaign celebrates her legacy while ensuring that financial constraints don't prevent anyone from accessing potentially life-changing services."

The campaign features several participation options designed to engage different audiences. Supporters can purchase specially designed merchandise through April 21st, with all proceeds directed to the scholarship fund. Additionally, individuals can create personal fundraising pages with a goal of raising \$81 in honor of Helen Irlen's 81st birthday, or participate in the #SeeTheWorldInColor social media challenge starting April 14th.

The social media component encourages participants to photograph or film their surroundings through colored gels or filters, demonstrating how color changes visual perception. Participants then share their images using the campaign hashtag, tag three friends, and make a \$10 donation to the Irlen Syndrome Foundation.

Irlen Syndrome, also known as visual stress or scotopic sensitivity, affects individuals' ability to process visual information and can cause reading difficulties, headaches, light sensitivity, and attention problems. The condition often goes undiagnosed, leaving many people unaware that their struggles have a treatable cause.

The Irlen Institute provides comprehensive services, including syndrome identification and treatment, colored overlays and spectral filters worn as glasses, self-testing tools, and professional training programs for diagnosticians and screeners. The organization's research and development efforts continue advancing spectral filter color lens technology to address perceptual processing difficulties.

Major news outlets, including NBC News, ABC News, and CBS News, have featured the Irlen Institute's innovative approaches to addressing visual processing challenges. The organization has helped millions of adults and children worldwide improve their quality of life through proper diagnosis and color-based interventions.

The scholarship fund addresses a critical need, as many individuals who could benefit from Irlen services lack insurance coverage or financial resources for assessment and treatment. By removing financial barriers, the campaign aims to ensure equitable access to services that can significantly impact educational achievement, workplace performance, and overall well-being.

The Irlen Institute continues its mission of identifying and treating visual processing difficulties through color-based solutions while expanding global awareness of Irlen Syndrome. The organization maintains its commitment to research, professional training, and developing innovative solutions for individuals experiencing light-based visual processing challenges.

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The Irlen Institute

The Irlen Institute, founded by Helen Irlen in 1983, has helped over a million people worldwide through its comprehensive diagnostic process and innovative technology.

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