



CONTACT INFORMATION

Meyers Communications
Dan Meyers / 323-465-5909
dmeyers@branddnainc.com

For Immediate Release

TODAY'S PREVENTION IS TOMORROW'S SKIN CANCER RELIEF

Sun Protection Zone Engages Meyers Communications to launch Sun Skinz Children's Apparel Brand

Cypress, CA - Sun Protection Zone has teamed up with Meyers Communications, an integrated public relations and branding agency, to launch their new line of fun and innovative maximum sun protection apparel for children. Historically sun protection in the United States has seen very little industry exposure, but as skin cancer continues to increase, the affects of this horrific disease have families hastily seeking a viable resolution. Accurate answers and solutions are in high demand, but supportive sources are few and far in between. The need for more options in trendy sun protection apparel is on the rise. Parents and medical experts agree that it is essential that children protect their skin from an early age.

“A significant amount of sun damage occurs in childhood, and adversely affects the chances of prevention of one of the most serious forms of skin cancer, *Melanoma*. More than 73% of skin cancer deaths are from melanoma, which translates to one person each hour that fall victim to the disease.” states Mona Mofid, M.D. Medical Director of the American Melanoma Foundation.

Sun Protection Zone has given parents and children piece of mind, supplying them with a line of 100% UVA & UVB maximum protection apparel, allowing for a carefree summer of outdoor activities. Sun protection is one of the key ways to prevent excessive exposure to UV radiation and the most important preventable measure for parents and children to successfully combat skin cancer from an early age.

“We are very excited to see our vision for the brand realized with fun and innovative designs with functionality as key elements for our children’s apparel,” says Chip Carter, CEO of Sun Protection Zone. The kids will wear the suits everywhere - to the lake, swimming in the pool, playing in the backyard, or their playmates

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About Meyers Communications

Meyers Communications is a top-tiered public relations and branding agency specializing in media relations for healthcare and lifestyle brands. Meyers Communications recognizes the importance in utilizing both qualitative and analytical quantitative research in order to understand the relationships between consumers and brands. Their widely praised approach to media relations does more than determine our clients' success. For information, visit online at www.meyerscommunications.com.

About Sun Protection Zone

Sun Protection Zone has given parents and children piece of mind, supplying them with a line of 100% UVA & UVB maximum protection apparel, allowing for fun and innovative clothing choices for all of their outdoor activities. For information, about the company and products visit online at www.sunprotectionzone.com.

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