

PRESS RELEASE

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SUN SMART RIGHT FROM THE START

As spring days warm up, parents become more careful about protecting children from sun damage. UV Skinz promotes skin cancer awareness by shipping free Baby UV swim shirts with every order in May.

SONORA, CA – May 1, 2009 – With summer days fast approaching and in honor of Skin Cancer Awareness Month in May, *UV Skinz* UPF 50+ swim shirt company will evangelize skin and sun health through a unique promotion to get babies and infants covered. The company will ship a free UPF 50+ protective Baby Skinz swim shirt with every order placed in May.



“The intent is for customers to ‘pay it forward,’” says Rhonda Sparks who founded *UV Skinz* after losing her 32-year old husband to melanoma. “We hope our customers will donate the Baby Skinz to a charitable cause such as a women’s shelter, YMCA or even a neighbor in need. We want to get as many children covered as we can and with each donation, we hope to raise the level of awareness that much more.” Each May shipment will contain a free UV Baby Skinz along with a flyer encouraging customers to pass along the Baby Skinz to a chosen cause. *UV Skinz* was able to give away about 1,850 swim shirts for the May 2008 Skin Cancer Awareness promotion. The company’s goal this year is to nearly double that as supplies allow.

Babies under age six months should not be in the sun at all. Most pediatricians recommend no direct sunlight exposure for infants within the first few years. However, most infants older than six months regularly spend some time outdoors, even if just for walks in a stroller, and should be sun protected from head to toe. Protecting babies’ skin, regardless of the season, is essential to good skin health and safe sun exposure into adulthood.

“*UV Skinz* are free of harsh sunscreen chemicals that can not only irritate baby’s sensitive skin, but also are now suspected to affect hormone production and react with sunlight to produce free radicals, possibly contributing to some cancers,” said Sparks. “Parents should know that sunscreen SPF ratings indicate UVB protection but may not indicate protection from the more deeply penetrating UVA rays that damage skin’s connective tissue, can contribute to skin cancer development and are the primary causes of premature aging.” *UV Skinz’* swim shirts carry a UPF50+ rating, blocking more than 98% of the sun’s harmful UVA and UVB rays.

The National Cancer Institute reports that many common cancer rates are falling but melanoma rates within the U.S. continue to grow at an alarming rate. Sparks implores parents to cover their children to prevent them from becoming the one in five Americans who will develop skin cancer. “I am doing all that I can to protect my children from suffering the same fate that their father suffered when we lost him to melanoma. I hope our Baby Skinz donation program will prevent more families from being impacted by this devastating disease.”



UV Skinz produces hip, high quality UPF 50+ UV swim shirts for babies, kids and adults. After *UV Skinz* founder, Rhonda Sparks, lost her 32-year old husband to skin cancer, she made it her mission to raise awareness about the potentially harmful dangers of the sun. The *UV Skinz* website offers information and links for consumers interested in finding out more on how to fight skin cancer.

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If you’d like more information on this topic, or would like to schedule an interview with Rhonda Sparks, please call 877/887-5469 or e-mail info@uvskinz.com.