



**Press Release Contact Information:**

Dan Meyers  
Meyers Communications  
CEO  
4929 Wilshire Blvd., Suite 415  
Los Angeles, CA  
USA, 90010  
Voice: 323-931-4771  
Fax: 323-931-8819  
E-Mail: [Email us Here](mailto:Dan.Meyers@me.com)  
Website: [Visit Our Website](http://www.meyerscommunications.com)

**SUN PROTECTION ZONE IS NOT ANTI-SUN, JUST ANTI-SKIN CANCER**

*Medical research has proven that regular clothing and swimsuits are not enough protection. Sun Protection Zone has announced the release of their new youth line of short sleeve rash guards that are among the top UV protection in clothing available.*

**/24-7PressRelease/** - LOS ANGELES, CA, June 18, 2008 - With the summer sun approaching, it's important to shield our children from its harmful rays. Sun Protection Zone has announced the release of their new youth line of short sleeve rash guards that are among the top UV protection in clothing available. The new products can be purchased online at [www.sunprotectionzone.com](http://www.sunprotectionzone.com), at many Rite-Aid and Longs Drugs stores and at Marriott Resort locations. SPZ has included 12 new styles for both boys and girls, and is continuously keeping children safe from dangerous sunburns with trendy styles and colorful print designs.

It's a fact that 1-in-5 Americans develop some form of skin cancer in their lifetime; this is largely attributed to unprotected sun exposure. Avoiding excessive exposure to UV radiation is the most important preventable measure parents and children need to take in-order to successfully combat skin cancer. Parents love to participate in outdoor activities with their children. Now parents are becoming increasingly aware of the dangers of skin cancer, and are looking for answers and solutions. A viable solution is Sun Protection Zone's total protection products. The new stylish Rash Guards are designed with fabric that provide the textile equivalent of SPF 100 sunscreen - in relation to a plain white t-shirt is on average only equivalent to SPF 7. SPZ makes it easy to have fun in the sun, without having to always worry about having to reapply sunscreen.

"We're very excited about our new releases. Our UV-protective clothing has had amazing feedback from physicians, parents and their children," says Chip Carter, CEO of Sun Protection Zone. "We want families to have an enjoyable summer, but to be safe in the process."

**About Sun Protection Zone**

Sun Protection Zone provides an array of lifestyle apparel specialty brands focused on maximum sun protection. For more information about the company and view the complete line of sun protection apparel, visit online at [www.sunprotectionzone.com](http://www.sunprotectionzone.com)

**Meyers Communications**

Full-Service Advertising and Public Relations agency. For further information, please contact us at (323) 931-4771.