



**CONTACT INFORMATION:**

**FOR IMMEDIATE RELEASE**

Prepared by Jennifer Zhu  
Meyers Communications  
Dan Meyers / 323.931.4771  
[dmeyers@meyerscommunications.com](mailto:dmeyers@meyerscommunications.com)

---

## **Sun Protection Zone Introduces DuckSkinz™ to Sportsmen Everywhere™**

*The Leader in Sun Protection Launches New Line of Sun-protective Sportswear*

Los Angeles, CA – Sun Protection Zone, the brand of the most comprehensive sun protection, is excited to introduce a new line of performance sportswear at the OutdoorRetailer Winter Market: DuckSkinz™. This line of sun-protective jackets is made with the most advanced technology available, DuckSkinz™ uses lightweight propriety fiber that offers protection equivalent to a 100% SPF sunscreen. The unique, water- and sun-repellent cloth repels upwards of 98% of all UV-A and UV-B waves, and will stand up to over fifty washes. DuckSkinz™ are affordable, and come in a variety of colors for men and women.

Sun Protection Zone aims to bring comprehensive protection to outdoor enthusiasts. First and foremost is sun protection. A report issued by the American Skin Cancer Association shows that the average American spends 80% of his time in the sun. For avid sportsmen and outdoor enthusiasts, this statistic is even higher, thereby increasing the chances for melanoma. Indeed, melanoma rates have risen to 1 out of 5 Americans, with 79% resulting in death. In order to protect against skin cancer, the Center for Disease Control and the Melanoma Center recommend daily use of sun protective clothing and sunscreen. But for the sportsman who is a sea, reapplication of sunscreen every half-hour is not feasible. DuckSkinz™ not only provides continual protection from the sun, but its tight-woven fabric also acts as a barrier to wind and water.

Chip Carter, CEO of Sun Protection Zone, encourages both the casual and serious sportsman to incorporate sun protection. “We are thrilled to launch a line of affordable, comfortable, and durable sun-protective clothing for the serious sportsman. There is no greater honor than to provide the connoisseurs and stewards of our great outdoors with the protection they need daily.”

**About Sun Protection Zone:** Created by an outdoors enthusiast, Chip Carter, Sun Protection Zone is committed to developing “innovative products for sun safety”. To learn more about the company, their products, or to order your own DuckSkinz™ jacket, visit online at [www.sunprotectionzone.com](http://www.sunprotectionzone.com)