



## PRESS RELEASE

June 14, 2011

### Rocky Mountain Sunscreen Teams up with Colorado Parent Family Fun Day at Water World

**Event Date:** June 21, 2011

**Time:** 11 a.m. to 3 p.m.

**Address:** 88th & Pecos, Denver, Colorado

\*All the fun takes place in the Big Top area

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Elise Oberliesen, on behalf of Rocky Mountain Sunscreen

**Cell:** 720-305-8722

ARVADA, COLORADO—Summer time in Colorado means three things. Sun, fun and lots of it! Everyone knows what happens when we head outdoors and forget the bottle of sunscreen. Burns and blisters. To help Colorado families stay safe outdoors, locally owned [Rocky Mountain Sunscreen](#), [Colorado Parent](#) and [Water World](#) have teamed up to help families fight off the sun's dangerous UV rays.



Rocky Mountain Sunscreen (RMS) has **donated two 1-gallon jugs of its signature 30 SPF sunscreen** for the Family Fun Day event. Why? To help prevent scorching sunburns while families soak up a little sunshine at enjoyable outdoor events like this one.

Want in on a little secret? Don't miss out on the goodie bags Colorado Parent will distribute to families with school age children at the Family Fun Day event. RMS has also generously contributed **free samples of 30 SPF 1 oz containers** (\$4 value), for the goodie bags.

#### **Want to save \$7 on admission?**

Remember – a discount coupon is waiting for you in the June issue of Colorado Parent, or online, at [ColoradoParent.com](#).

**Want more information about RMS?** If you would like to schedule an interview with RMS founder, and member of the **Skin Cancer Task Force, Dave Erickson**, please contact him directly at 720-988-7028; or Elise Oberliesen, at 303-305-8722. Please visit the [RMS Web site](#) to find out more about its whole range of sun protection products, including the new sun stick. Products available online and in local King Soopers stores.

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