



For Immediate Release

October 9, 2009

Media Contact: John Dakin
(970) 949-1999
jdakin@vfv.org

**VAIL VALLEY FOUNDATION SIGNS BEYOND COASTAL SUN CARE AS
MULTI-YEAR OFFICIAL SUNSCREEN SPONSOR FOR ATHLETIC EVENTS**

VAIL, Colorado— The Vail Valley Foundation announces a three-year partnership agreement with [Beyond Coastal Sun Care](#) as the Official Sunscreen for the Foundation’s athletic events. Attendees, athletes, VIPs, volunteers and media will be protected against the harsh rays of the mountain sun at for athletic events The sponsorship will include the Birds of Prey World Cup Race Week, American Ski Classic and the Teva Mountain Games.

“We are very pleased to welcome Beyond Coastal Sun Care to the Vail Valley Foundation and our stable of athletic events,” explained Michael Imhof, Vice President of Sales and Operations for the Vail Valley Foundation. “They are a tremendous company that will provided much needed benefits for our event participants and VIPS throughout the year.”

“We started as a brand that was born in the surf, but has really grown up in the mountains,” says Chuck Ferries of Beyond Coastal. “Our partnership with the VVF and supporting the community by providing sun protection is proof of this for our customer and our retailers.”

“Our formulas are proven every day in the water, on the snow and in the mountains by outdoor athletes, recommended by dermatologists, FDA approved, environmentally friendly, and as natural as can be,” says John Bercaw, director of Product Development and Marketing for Beyond Coastal. “Being oil free and striving for the most skin, earth, and sports friendly formulas, we see a strong synergy with the VVF and all participants at these events.”

Beyond Coastal Sun Care will debut their products at the 2009 Audi Birds of Prey World Cup Race Week, December 4-6. The 2009 Audi Birds of Prey is a project of the Vail Valley Foundation.

For additional information on the Birds of Prey World Cup, visit www.bcworldcup.com. For more information on Beyond Coastal Sun Care, check out www.beyondcoastal.com.