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LIVESTRONG® and Thinksport™ Introduce Non-toxic LIVESTRONG Sunscreen

LIVESTRONG sunscreen marks an important step in embracing products focused on cancer prevention

AUSTIN, Texas – July 23, 2010 – **LIVESTRONG®** today announced its partnership with **thinksport™** to create a non-toxic **LIVESTRONG** sunscreen that may decrease one's risk of cancer. As **LIVESTRONG's** first step in embracing products focused on cancer prevention, the formulation is already top ranked for safe sunscreen by the Environmental Working Group and is free of biologically harmful chemicals.

In recent years, studies have provided new evidence that environmental exposures can be correlated to different types of cancer. Additionally, many of the current chemicals within sunscreen have been identified as potentially harmful on the Environmental Working Group's database [Skin Deep](#). **LIVESTRONG** and **thinksport**, a company that addresses the growing concern of toxic chemicals leaching from consumer products, are dedicated to protecting future generations from possibly dangerous chemical exposure when safe alternatives are readily available.

"As a cancer survivor who overcame melanoma twice, I understand the importance of protecting our skin from the sun's most dangerous rays that can cause one of the deadliest forms of cancer," said **LIVESTRONG** president and CEO Doug Ulman. "**LIVESTRONG** is proud to partner with **thinksport** on a product that encourages prevention and environmental responsibility and ultimately saves lives."

"Millions of people worldwide have silently shown their support of fighting cancer through wearing the **LIVESTRONG** yellow wristband. **LIVESTRONG** is now taking the fight against cancer to the next level by embracing a product specifically designed to reduce the harmful effects of sun exposure," said **thinksport's** founder Kevin Brodwick. "We are excited to join forces with an organization as motivated as **LIVESTRONG** in proactively addressing the issue of cancer."

LIVESTRONG's partnership with **thinksport** has the potential to change the way people support efforts to prevent cancer. **LIVESTRONG** sunscreen launches this fall and will be readily available in 2011.

About LIVESTRONG

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, **LIVESTRONG** fights for the 28 million people around the world living with cancer today. **LIVESTRONG** connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change. Known for the iconic yellow wristband, **LIVESTRONG's** mission is to inspire and empower anyone affected by cancer. For more information, visit www.LIVESTRONG.org.

About thinksport

thinksport products address the growing concern over toxic chemicals leaching from consumer products through the elimination of chemicals such as: bisphenol-A, lead, PVC, phthalates, nitrosamines, and biologically harmful chemicals. **thinksport** creates safe, functional and elegant solutions including insulated sports bottles, yoga mats and sunscreen. **thinksport's** sister company **thinkbaby** produces an industry leading line of BPA free baby bottles, sippy cups, feeding sets and sunscreen. For more information, visit www.thinksportbottles.com or www.thinkbabybottles.com.