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## **MEDIA RELEASE**

### **New Zealand Golf Unite with Golfers Skin**

New Zealand Golf has recently formed an association with New Zealand Company Skin Alive and its golf-specific sunscreen Golfers Skin.

The Objective of Golfers Skin: to keep you, the players safe on the golf course in the harsh New Zealand sun.

Golfers Skin is a range of sun care products, developed "By Golfers for Golfers".

"As Golfers we recognized the need for a good quality, non greasy, sweat proof sunscreen and most importantly a sunscreen that protects us," said Grant Lawrie, Managing Director Skin Alive.

"After five years of on course development we know it works!!"

New Zealand Golf has recognized it has a responsibility to its players to promote sun safety and help educate golfers that sun protection on the golf course is essential.

"We are excited to work with Skin Alive and their brand Golfers Skin," said Jan Burrows the Marketing Manager of New Zealand Golf.

"The team at Golfers Skin has shown to be very passionate about the education of serious sun protection and we will be looking at bringing that through firstly with our Junior Tiger program."

Golfers Skin, as a New Zealand made sunscreen, is a good example of a local product making it globally – their product is now available in Europe, USA and Thailand.

Their products are available in New Zealand at you local Golf shop or online at [dotgolf.co.nz](http://dotgolf.co.nz).

For any further information on Golfers Skin please contact [skinalive@skinalive.co.nz](mailto:skinalive@skinalive.co.nz)

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