



BLUE LIZARD AUSTRALIAN SUNSCREEN PARTNERS WITH SET UP EVENTS

Blue Lizard Becomes Official Sunscreen of three Set Up Events Series

Wilmington, NC – January 26, 2015 – Set Up Events would like to welcome Blue Lizard Australian Sunscreen as the Official Sunscreen of the AAA Car Care North & South Carolina Triathlon Series and the Coastal Carolina Swim Series. The partnership includes the rights to be the exclusive sunscreen for the entire 2015 season for all three series.

"Blue Lizard is proud to partner with Set Up Events, one of the largest triathlon production companies in the region. With a growing focus on reaching the athletic community outside of the dermatology world, we feel like this is a great opportunity to reach participants at the grassroots level, and gain valuable exposure for our brand", said Candace Kaufman, Brand Strategist of Blue Lizard Sunscreen/Crown Laboratories.

"Growing up in Australia and knowing just how hard the sun can be on your skin, including the risks such as melanoma, we are excited to have one of Australia's most reputable sunscreen company align with us", said Andrew Silbereisen, Director of Corporate Operations for Set Up Events. "It is important for everyone, not just athletes to take care of their skin, and we are looking forward to having them on board this year".

About Blue Lizard Sunscreen

Blue Lizard Australian Sunscreen originated in Australia, where standards for sunscreens are the highest in the world. Although their products are now manufactured in the United States in Johnson City, TN, they continue to adhere to the most stringent Australian standards. Their products are recommended by dermatologists, pediatricians, and pharmacists nationwide.

About Set Up Events

Set Up Events, one of the region's largest producers of triathlons, is a full-service production, registration and timing company for participatory sports, triathlon and running events. In 2015 Set Up Events will produce over 50 triathlons in North and South Carolina. For more information about Set Up Events, visit www.SetUpEvents.com Participants can also Follow Set Up Events on Twitter ([@SetUpEvents](https://twitter.com/SetUpEvents)) or Like Set Up Events' [facebook](https://www.facebook.com/setupevents) page.

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