



FOR IMMEDIATE RELEASE

NANTAHALA OUTDOOR CENTER ANNOUNCES OFFICIAL PARTNERSHIP WITH BLUE LIZARD® AUSTRALIAN SUNSCREEN

The Leaders in Outdoor Adventure Partner with Award-Winning Mineral Sunscreen Brand

BRYSON CITY, NC (March X, 2024) — [Nantahala Outdoor Center](https://www.noc.com) (“NOC”), the Leaders in Outdoor Adventure since 1972, are excited to announce Blue Lizard® Australian Sunscreen (“Blue Lizard”) as the official sunscreen of NOC. Blue Lizard products will now be available for sale at all NOC retail locations and will also be used by NOC employees and rafting guides to protect their skin as they work outdoors.

“This partnership is an amazing fit for NOC,” said Colin McBeath, President of NOC. “With our emphasis on safety outdoors, Blue Lizard is helping us fulfill a major part of our core values. This partnership ensures we’re continuing to educate and keep people protected from the sun, while exposing them to all the adventure the outdoors can offer.”

Blue Lizard is dedicated to providing quality, mineral sun-protection options that are safer for both consumers and the environment, which makes the brand an ideal partner for providing broad spectrum sun protection to our guests and staff. As part of the partnership, guests can expect to see sun care tips posted throughout NOC’s main campus in Bryson City, NC, as well as on its website and social media channels throughout the year. There are also special giveaways planned throughout the season.

“We’re thrilled to be the official sunscreen partner for NOC,” said Michael Morris, Brand Director of Sun care at Crown Laboratories. “It’s so important for people to have proper sun protection, especially when spending extended periods of time outdoors, both in and out of the water. Blue Lizard’s environmentally friendly, water-resistant formulations are the perfect choice for guests enjoying all that NOC has to offer.”

Blue Lizard’s products are manufactured regionally by Crown Laboratories, Inc. in Johnson City, TN. Their dermatologist-recommended products are mineral-based, environmentally friendly, easy-to-use, and water resistant.

For more information on the Nantahala Outdoor Center and its offerings, visit www.noc.com. For additional information on Blue Lizard, visit www.bluelizardsunscreen.com.

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About Nantahala Outdoor Center

Nantahala Outdoor Center is the nation's largest outdoor recreation company with operations spanning Georgia, North Carolina, South Carolina, and Tennessee. Over a million guests visit NOC annually to embark on a diverse collection of more than 120 different river and land-based itineraries, learn to kayak at NOC's world-renowned Paddling School, travel abroad with NOC's Adventure Travel program, test the latest outdoor gear and shop at its LEED-certified flagship retail stores or enjoy NOC's resort amenities such as its three restaurants and multi-tiered lodging. NOC has been recognized by The New York Times as the "Nation's Premiere Paddling School," "The Best Place to Learn" by Outside, and as "One of the Best Outfitters on Earth" by National Geographic Adventure.

About Blue Lizard®

For over 20 years, Blue Lizard has been trusted by dermatologists and pediatricians to deliver highly effective and gentle mineral-based sunscreens for head-to-toe sun protection. All Blue Lizard sunscreens are free from Oxybenzone and Octinoxate, making the entire line of sunscreens reef friendly. Featuring Smart Bottle® and Smart Cap® Technology, Blue Lizard product packaging also lets consumers know when harmful UV rays are present and reminds them to reapply. For more information, please visit www.bluelizardsunscreen.com.

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