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Beyond Coastal Sun Care Sponsors World Champion Rebecca Rusch

Salt Lake City, Utah (May 26, 2010) - [Beyond Coastal](#), maker of sun care products for the outdoor lifestyle, is pleased to announce its sponsorship of three-time reigning 24-Hour Solo Mountain Biking World Champion and endurance athlete Rebecca Rusch.

Rusch is a dynamic athlete who enjoys paddling, rock climbing, biking, wilderness navigating and skiing. Since her start as a pro mountain biker in 2001, she has made history with three consecutive 24-Hour World Championships. In 2009, Rusch shared the podium with Lance Armstrong at the increasingly popular Leadville 100.

"I'm extremely fortunate to work with sponsors who make industry-best products," Rusch said. "Beyond Coastal is no different. Their recent recommendation from the EWG is proof that their sunscreen is among the best in the world. I'm thrilled to campaign on behalf of this great brand."

During long training days, Rusch will be equipped with broad spectrum UVA/UVB coverage for complete sun protection. Beyond Coastal's unique formulas appeal to athletes because they are non-stinging and non-greasy. Plus the formulas are FRAGRANCE FREE, OIL FREE and PARABEN FREE and actually help improve skin health with natural ingredients like Green Tea, Grape Seed and Shea Butter.

Beyond Coastal provides athletes like Rusch with the highest quality skin protection on the market, recommended by the Environmental Working Group (EWG) and in accordance with the Whole Foods Premium Body Care Standard. Join the conversation about Rebecca Rusch and [Beyond Coastal Products](#) on [Facebook](#) and [Twitter](#).

For Rusch's latest racing and adventure updates, visit her on [Twitter](#), [Facebook](#), or on her official [site](#).

About Beyond Coastal/Chums

Beyond Coastal's mission is to offer a healthy alternative to regular sunscreen while providing a product that you can trust. It's nutrition for the skin! Please visit: <http://www.beyondcoastal.com> and on Twitter @BeyondCoastal