



Congratulations to Swedish Beauty Gives Back Contest Winners!

2-12-2015

Indianapolis, IN

It's that time of year again! The 3rd annual Swedish Beauty Gives Back campaign has concluded and the Swedish Beauty team could not be more excited to partner with salons for charitable causes. Last year, Swedish Beauty worked closely with Beaches N' Dreams tanning salon in Ontario, Canada to co-sponsor the Rise Against Cancer benefit. Swedish Beauty proudly donated lotion samples, gift bags and t-shirts that were used for door prizes and a silent auction for the event. With the help of Swedish Beauty and many other local donations, the event was a great success, raising nearly \$32,000 and drawing a sold-out crowd of over 800 people!

This year Swedish Beauty chose a total of four lucky winners and will be working alongside the following salons and charities throughout 2015:

Salon/Charity

Bedrock Tanning Salon (Ravenna, OH)/Center of Hope

Solar Tan (Greenville, SC)/Auction for a Kaws

Zolarium Tanning Studio (Denver, CO)/Colorado Firefighter Calendar, Inc.

TAN'R YOU (West Bend, WI)/Rides & Reins Therapeutic Riding Center

Swedish Beauty is looking forward to helping these salons improve their communities! If you would like to see real-time updates on our efforts please visit us on Facebook @swedishbeautytanning and Instagram @swedish_beauty_. Thank you to all who participated!

Contact Brand Manager Emily Golay with any questions at 317-290-8982 x4211 or at emily.golay@newsunshinellc.com.