



USA SHADE RECEIVES PRESTIGIOUS GOLD TRIANGLE AWARD

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FOR IMMEDIATE RELEASE...

USA SHADE & Fabric Structures, Inc. has received a Gold Triangle Award from the American Academy of Dermatology (AAD) for their “Made in the Shade: Screen the Sun, Keep the Fun” program. The awards will be presented at the Academy’s 12th annual meeting to be held March 6th-10th, 2009 in San Francisco, California. The company will receive their trophy during the SKINnovations Partner Meeting which brings together the Academy’s SKINnovations Committee and the industry partners who support the Academy’s SKIN (Skin Knowledge and Information Network) Program to educate the public about why and when they should see a dermatologist.

USA SHADE (which includes the Sun Ports, Shade Structures, FabriTec, VPS and Shade Concepts brands) is the largest fabric shade structure manufacturer in the United States with over 175,000 installations nationwide. In addition to their sun safe shade structure products which can block out up to 96% of the sun’s harmful UV rays, the company is engaged in a comprehensive, sustained, and multi-dimensional sun safety awareness campaign. A key component of the effort focuses on children who are especially vulnerable to the harmful effects of UV exposure. The campaign includes a variety of publicity initiatives including national advertising, feature articles on sun safety, brochures and flyers for targeted markets including school administrators and recreational facility operators, and trade show exhibitions for the parks and recreation, schools and day care, water park, and athletic facility markets.

The company’s unique “UV Man” mascot, along with well-trained Sales staff, have been visiting school children across the country spreading the word on the dangers of unprotected outdoor play and the importance of sun safety. The children have fun while at the same time learning the important facts and figures on skin cancer as compiled by organizations such as the AAD.

USA SHADE has also partnered with the Skin Cancer Awareness Foundation in their Shade Across America campaign which provides fabric shade structures to schools that have a sun safe program in place or are planning to implement one. The funds collected by the foundation are used to provide shade structures that will safely cover playground equipment, seating areas for lunch and learning activities and other areas where children are exposed to the sun.

At the conclusion of the presentations, the Gold Triangle Award winners along with industry partners and Academy member dermatologists will convene for a luncheon. This is the first Gold Triangle Award for USA SHADE.



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