

WILL FERREL SUNSCREEN

Benefiting the Cancer for College Willpowered Scholarship Fund



Introducing a Sunscreen that Works Years After Applying

Cancer for College is launching a line of sunscreen products featuring three different humorous images of our extremely gracious and good humored celebrity spokesman, Will Ferrell. All proceeds from product sales will benefit the Cancer for College Willpowered Scholarship Fund in granting college scholarships to cancer survivors and amputees. The launch of this product will significantly expand the organization's ability to help these worthy students receive the education they dreamed of as they battled cancer.

- The "Sexy Hot Tan" line plays up Will's propensity to appear in public less than clothed.
- The "Forbidden Fruit" line highlights Will's artistic side
- "Sun Stroke" caters to the ever-growing category of golfing bodybuilders

The sunscreen products are produced by Powerline Packaging and have a 30 SPF rating. They are available online for retail outlets and pricing starts at \$11.99.

Product Availability

The full line of Will Ferrell sunscreen launches on May 18, 2009. The products are available through Amazon, eBay and the Cancer for College web site at www.cancerforcollege.org. The team is also actively working with major retail outlets to get the sunscreen on store shelves in time for the summer season.

Cancer for College

Cancer for College was formed in 1993 by two-time cancer survivor and double-amputee Craig Pollard. The non-profit organization provides hope and inspiration by granting college scholarships to cancer survivors and amputees. Since its inception, Cancer for College has granted nearly \$500k in scholarships to more than 400 cancer survivors.

Will Ferrell

Will Ferrell met Craig Pollard when they were both students at the University of Southern California. Will has been a devoted supporter of the charity since its inception and has served as the celebrity host of Cancer for College fundraising events since 2002. This sunscreen launch represents the fulfillment of a lifelong dream for Will, "I've always dreamed of owning a lotion company. And I've always hated cancer."

SLAP SOME ON IN 2009!