



FOR IMMEDIATE RELEASE

**Fin Fun Announces Partnership with Global Organization Girl Up
to Celebrate International Day of the Girl**

IDAHO FALLS, ID, October 11, 2016 – In celebration of International Day of the Girl, leading Mermaid lifestyle company Fin Fun announced today that it will sponsor the international organization [Girl Up](#), a nonprofit 501(c)(3). In partnership with the United Nations Foundation, the Girl Up global initiative promotes the comprehensive advancement of adolescent girls in developing countries and the empowerment of girls everywhere. The organization’s “by girls for girls” movement is led by a community of girl advocates who transform each other and the world through their united efforts.

“We are thrilled and proud to support Girl Up, an exceptional organization that is making a real difference by giving girls around the world greater opportunities to succeed and thrive,” said Eric Browning, president, Fin Fun. “At Fin Fun, we support the Girl Up mission - that everyone deserves to dream. Girl Up is empowering girls to fulfill their dreams and have a distinct voice.”

“Girl Up is delighted to welcome Fin Fun as a sponsor and partner,” says Melissa Kilby, Director, Girl Up. “Fin Fun is a brand that encourages girls to dream, motivates them to lead an active lifestyle and helps them build self-confidence.”

As part of International Day of the Girl, a global observance started in 2012, Girl Up will activate their #GIRLHERO digital initiative that encourages people to celebrate the individual and collective power of girls everywhere by sharing personal stories of inspiration. Watch for more news about the Fin Fun and Girl Up partnership in November as they launch their first joint initiative to empower girls everywhere.

More information about Girl Up is available at www.GirlUp.org

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About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun was among the first to originate the swimmable spandex mermaid tail and monofin. The family-owned and operated company, founded in 2010, produces swimmable mermaid tails, patented monofins, mermaid-themed clothing and accessories, as well as its new line of Cuddle Tails plush blankets. In 2016, Fin Fun joined the Inc. 500 list of America's fastest growing private companies at #119. A celebrity favorite, Fin Fun sells its products primarily online in over 180 countries around the globe, as well as in select retail outlets. For more information, visit www.finfun.com.

About Girl Up

Girl Up, the United Nations Foundation's adolescent girl campaign, supports the empowerment of girls everywhere. Since its launch in 2010, the campaign has funded UN programs that promote the health, safety, education, and leadership of girls in developing countries and built a community of nearly half a million passionate advocates – including Girl Up Global Advocates Her Majesty Queen Rania Al Abdullah of Jordan and Latin American business leader Angélica Fuentes.

Our youth leaders, representing more than 1400 Girl Up Clubs in 85 countries, stand up, speak up, and rise up to support the hardest to reach girls living in places where it is hardest to be a girl. Learn more at GirlUp.org.

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