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[**BANANA BOAT HEADS TO CAMP**]

June 18, 2008 | By Kristin Laird

Mama Media Inc. is helping sun protection products maker **Banana Boat** target campers, staff and parents through its Campling sampling program, a summer-long campaign that provides free samples to day camps throughout Ontario.

Banana Boat will provide 15 day camps with full-size bottles of its Kids Dri-Blok SPF 30 Lotion, as well as sample sachets, brochures and coupons through its “backpack stuffer” program for kids to take home.

Campling sponsors can reach approximately 175,000 campers, staff and parents by providing them with an assortment of camp and summer-related products, said **Lisa Vogel**, president of Mama Media.

The program only includes sponsors appropriate to the campers and their families, said Vogel.

“Banana Boat is proud to partner with Campling to help ensure that kids are protected from the damaging rays of the sun this summer, so that they can safely enjoy all of the activities of summer camp,” said **Zora Crowder**, senior brand manager, Banana Boat, in a release.

SavvyMom.ca, an online resource for mothers, is this year’s media sponsor. Last month, the site ran “The Great Camp Giveaway” contest, which gave entrants the chance to win free camp sessions and Banana Boat prize packs.

Crayola will also be offering arts and craft supplies.

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