

NEW YORK, NY, October 06, 2013 **/24-7PressRelease/** -- Snapper Rock, a leading line of UV50+ swimwear known for its fashionable designs for kids, will showcase new styles and prints including pieces for the tween demographic at the ENK Children's Club from October 6-8. Providing sun protection without sacrificing style, Snapper Rock is sure to appeal to all retailers.

Snapper Rock will introduce 64 new styles in total, including 20 tropical new prints, seven of which were created by designer and skin cancer survivor Victoria Larson. From playful seahorse prints to cute fish and flamingos, there will be something for every child and tween. Inspired from the successful baby toweling line from the 2013 collection, Snapper Rock introduces girls toweling for older girls to wrap up in after a long day at the beach or pool. In addition to these new styles, Snapper Rock continues to offer the most stylish boardies, girls swim sets and baby sunsuits. Whether on the beach, at the pool or outdoors, Snapper Rock is sure to grab the attention of retailers and customers alike.

"There is a big gap in what's available for tweens in the swimwear industry and we are looking to fill the void with age-appropriate and fashionable styles that also offer sun protection," said Snapper Rock Founder, Liz Eglinton. "This is in addition to the full range we offer for babies and kids, and we look forward to feedback from retailers at this coveted industry show."

The ENK Children's Club trade show will take place at the Jacob Javits Center located at 655 West 34th Street in New York. Snapper Rock will be exhibiting at booth #XX. For more information on the ENK Children's Club, please visit <http://www.enkshows.com/childrenclub>. For more Snapper Rock sales information, please contact Global Sales Director, Julie Rich at 410-280-2364 or Julie@snapperrock.com. For more information on Snapper Rock, please visit <http://www.snapperrock.com>.

About Snapper Rock Launched in 2003, Liz Eglinton created Snapper Rock, a line of UV50+ swimwear, to provide children with fun, fresh and functional gear while navigating the water. Originally designed in New Zealand where sunrays can be extremely harsh, Snapper Rock leads the industry in UV protective swimwear for kids. Snapper Rock offers children and parents an extensive line of items ranging from baby sunsuits to kid's rash tops and beach accessories to create your own look. With its lightweight and breathable fabric technology and latest designs and colors, Snapper Rock ensures that children worldwide will be free to enjoy the beach without getting sunburned and compromising on style. For more information on Snapper Rock, please visit <http://www.snapperrock.com>