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DENVER, CO, UNITED STATES, October 2, 2025 /EINPresswire.com/ -- MEDIA ALERT

Two Denver-based companies, KissCam and Virtue Beauty, launch a game-day lip gloss collaboration at Denver's ViewHouse this Saturday, Oct. 4 at 5:30 p.m. during the CU vs. TCU football game.

What:

KissCam, the global experiential brand known for creating fun and memorable moments beyond the jumbotron, is teaming up with Virtue Beauty to debut the new KissCam x Virtue Beauty Lip Gloss collection with an interactive game-day experience. Fans can participate in a KissCam photo contest by uploading their own photo and voting for favorites, enjoy a roaming KissCam photo booth, win giveaways, and test or purchase the new 14-shade lip gloss line. Montucky Cold Snacks Lager will also be giving away free samples.

When:

Saturday, Oct. 4, 2025
5:30 p.m. MST

Where:

ViewHouse Ballpark
2015 Market Street



Denver, CO 80205

Why:

This activation brings the KissCam experience beyond the stadium with a roaming photobooth, a contest for the best KissCam moment along with the launch of a versatile, game-day-ready all-natural lip gloss line. Media are invited to cover the event, capture live fan interaction, and speak with brand leaders.

For more information about the event visit [Facebook](#).

Photo/Interview Opportunities:

KissCam Founder & CEO Dana Veitch
Virtue Beauty Founder & CEO Brooke Berndt

Fans engaging in the KissCam mobile app contest for the best KissCam photo, a roaming photo booth, and testing 14-versatile shades of lip gloss
On-site product sampling and giveaways

Contact for Media Inquiries & On-Site Support:

Becca Cooper Leebove
ShuBu Creative
303.917.9888
becca@shubucreative.com

Becca Cooper
ShuBu Creative
+1 720-237-9535
[email us here](#)



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