SEC Form 4 FOR	M 4	UNIT	ED STAT	'ES	SECURITI	ES A	ND	EXCHA	NGE	COMMISS	SION				
	Washington, D.C. 20549										OMB APPROVAL				
Check this box if Section 16. Form obligations may of Instruction 1(b).	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940											OMB Number: 3235-0287 Estimated average burden hours per response: 0.5			
1. Name and Address of Reporting Person [*] Hunsberger Susan					ssuer Name and Ti <u>mply Good F</u>				(Check	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
(Last) 1225 17TH ST.	(First)	(Middle)			Date of Earliest Tran /11/2024	nsaction	(Mon	th/Day/Year)	X	X Officer (give title Other (specify below) below) SVP and Chief HR Officer					
SUITE 1000					f Amendment, Date	inal Fi	iled (Month/Da	Line)	-,						
(Street) DENVER	СО	80202		Line) X Form filed by One Reporting Pu Form filed by More than One R Person											
(City)	(State)	(Zip)		Rule 10b5-1(c) Transaction Indication							lan that is intende	ed to			
			Ш	satisfy the affirmativ											
	Та	ble I - N	Non-Deriva	tive	e Securities A	cquire	ed, D)isposed o	f, or B	eneficially	Owned				
Date			2. Transaction Date (Month/Day/Y	-	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Follow Reported	For (D)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
	Code V Amount (A) O			(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)			(1150.4)						
Common Stock			01/11/202	24		М		35,010	Α	\$21.99	65,778		D		
Common Stock			01/11/2024			S		35,010	D	\$40.6275(1)	30,768		D		

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

	(
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Options to Purchase Common Stock	\$21.99	01/11/2024		М			35,010	(2)	07/14/2030	Common Stock	35,010	\$0	0	D	

Explanation of Responses:

1. The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$40.36 to \$40.83, inclusive. The reporting person undertakes to provide to the issuer, any stockholder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

2. The stock options vest in three substantially equal annual installments beginning on July 14, 2021, subject to the reporting person's continuous service with the issuer as of each vesting date. These stock options were fully vested.

Remarks:

/s/ Timothy R. Kraft, as

01/12/2024 Attorney-in-Fact for Susan K. Hunsberger

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.