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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Suncare “Covers” Hempstead, NY Residents
— *Free Sunscreen Dispensers to be Placed at Beaches and Pools* —

Miami Beach, FL Beginning this summer, Hempstead Town is taking a page out of the Miami Beach book by adding 25 free sunscreen dispensers filled with Miami Beach Suncare SPF 30 Triple Action Sea Kelp Sunscreen Lotion at all town beaches and pools.

“We welcome the opportunity to be a part of the Town of Hempstead initiative and to continue leading the national movement in skin cancer awareness and prevention,” said Miami Beach City Manager Jimmy L. Morales. “It’s also exciting to see the Miami Beach brand migrating north.”

In 2015, in honor of Miami Beach’s centennial, the city along with Destination Brands and Mount Sinai Medical Center launched the first free sunscreen dispenser program. The dispensers offer free MB Suncare throughout the city’s public beaches, pools, and parks and garnered national recognition - serving as a model for programs instituted in other cities.

“How many times do you arrive at the beach or local pool only to find out that the pesky sunscreen lotion was left at home?” said Hempstead Town Supervisor Anthony J. Santino. “It’s not worth taking the risk of spending an entire day in the sun without protection, that is why we’re making sure our residents stay covered this summer.”

As the first in the nation to offer free sunscreen to the public, the MB Suncare Dispenser program received recognition from former Vice President Joe Biden during his White House Cancer Moonshot Summit held in Washington D.C. This national program established a new initiative to accelerate cancer research, making a decade’s worth of advances in cancer prevention, diagnosis, treatment and care in five years.

This May, the MB Sunscreen Dispenser Program was extended for another five years, thanks to the generous support from the Mount Sinai Medical Center to Destination Brands.

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