

# Media Release



**bluffton**  
HEART OF THE LOWCOUNTRY

July 25, 2019

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Town of Bluffton Installs Four Sunscreen Dispensers Thanks to Local Initiative and Donations

The Town of Bluffton has installed four sunscreen dispensers at its public parks and docks thanks to the initiative and fundraising efforts of Bluffton resident Jessica Deckert Long.

The dispensers are located at Oyster Factory Dock, Palmetto Bluff Dock, Oscar Frazier Park Pavilion and DuBois Park. The dispensers contain eco-friendly, SPF 30 natural sunscreen.

This initiative started when Long saw an article on Facebook about the City of Charleston installing sunscreen dispensers and approached Town officials about doing the same in Bluffton. After contacting Town Manager Marc Orlando, Long coordinated a successful fundraising campaign to procure the dispensers and supplies and the Town installed them.

Long coordinated a Go Fund Me Campaign on Facebook and she said she surpassed her \$1500 goal in 24 hours.

“I was blown away how quickly and supportive the Bluffton community was. Many people in the community rallied behind it as they shared the post, donated money and were very enthusiastic about the cause,” Long said. “The Go Fund Me site raised more than \$2,000 with two local companies, Lux - A Medical Spa and Cleland Site Prep, being the biggest contributors.”

Long, who works for ZO Skin Health, a luxury-medical grade skincare line, said she has become aware of how important sunscreen is on a daily basis. Long said these dispensers serve as a reminder to be “sun smart” and is honored to have partnered with the Town to provide this public service.

Long donated the local contributions to the Richard David Kann (RDK) Melanoma Foundation, based in West Palm Beach, Florida. The Foundation then provided the sunscreen dispensers to the Town.

“Jessica is a wonderful example of how one person’s ideas and initiative can positively impact her community,” Town Manager Marc Orlando said. “The public has enthusiastically responded to this project as numerous people have commented about what an innovative public service project this is. Sunscreen dispensers seem to be a much-needed and welcomed asset to our public parks and docks.”

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