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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **Successful Sunscreen Dispenser Program Extended in Miami Beach**

— *Funding Secured for an Additional Five Years* —

**Miami Beach, FL** – As the first city in the nation to offer free sunscreen dispensers to the public, the City of Miami Beach is thrilled to announce that the MB Sunscreen Dispenser Program has been extended for another five years — thanks to the generous support of Mount Sinai Medical Center and Destination Brands, manufacturer of MB Suncare.

“Part of Mount Sinai’s mission is to provide high quality healthcare to our community and that includes being a partner in wellness and prevention. We are committed to continuing our support of this program to provide Miami Beach’s residents and visitors with convenient, free sunscreen to reduce the risk of skin cancer,” said Steven D. Sonenreich, President and CEO of Mount Sinai Medical Center.

According to the American Cancer Society, skin cancer is the most common form of cancer with more than 5.4 million cases diagnosed each year in the United States. This accounts for more cases than all other cancers combined.

“As a form of cancer that can be prevented, we hope this program will continue to increase awareness on the importance of sun safety and help stop rising skin cancer rates in the US,” said Desiree Rodriguez, vice president of sales and marketing for Destination Brands. “The dispensers offer our triple action sea kelp sunscreen lotion which provides the recommended water resistant SPF 30 protection against both UVA and UVB rays.”

The dispenser program received national recognition last year from Vice President Joe Biden during his White House Cancer Moonshot Summit held Washington D.C. The program also received national recognition with its first industry award at Cosmoprof North America in Las Vegas last year. Awarded to a select few of the 1,200 exhibiting brands, the prestigious 2016 Trendsetter Award identified the most innovative exhibitors at the show who are setting trends on a global scale.

“We are proud to help lead a national movement in skin cancer awareness and prevention, and to continue giving back to our community ensuring that all who live, work

and play on our beaches stay protected from the sun,” added Miami Beach City Manager Jimmy L. Morales.

Sunscreen dispensers are located at public pools, parks and various beach access points near lifeguard stands.

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**About Mount Sinai Medical Center**

*Founded in 1949, Mount Sinai Medical Center is the largest independent, private, not-for-profit teaching hospital in South Florida. Mount Sinai’s mission is to provide quality healthcare to a diverse community enhanced through teaching, research, charity care and financial responsibility. Mount Sinai’s Centers of Excellence combine technology, research and academics to provide innovative and comprehensive care in cardiology, neuroscience, oncology, urology and orthopedics. One of the few statutory teaching hospitals in the state of Florida, Mount Sinai is the hospital of choice for those who seek the level of expertise and care that only a teaching hospital can offer. Mount Sinai currently offers nine convenient locations in Miami-Dade County. For more information on Mount Sinai Medical Center, visit [www.msmc.com](http://www.msmc.com) or call 305-674-CARE (2273).*

**About Destination Brands International**

*Destination Brands International is a fourth generation, family-owned, entrepreneurial business headquartered in Miami, Florida. Over the years, its passionate team of innovators have successfully launched and branded products all over the world. In 2013, the City of Miami Beach partnered with Destination Brands International to develop the official and exclusive sun care product line of Miami Beach – Miami Beach Suncare. MB Suncare captures the essence of Miami Beach in every bottle with natural ocean extracts like sea kelp, sea kale and sea whip. The brand contributes a portion of all proceeds to beach cleanups and skin protection education and is the first in the nation to launch a free sunscreen dispenser program for the City. For more information, visit [www.MiamiBeachSun.com](http://www.MiamiBeachSun.com).*

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