



SMALL TOWN, BIG BEACH™

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Gulf Shores Partners with Blue Cross and Blue Shield of Alabama to Provide Free Sunscreen at Public Beaches

Gulf Shores, Ala – The City of Gulf Shores is excited to partner with Blue Cross and Blue Shield of Alabama to provide free sunscreen at Gulf Shores’ public beaches and community parks in order to protect the health of its residents and visitors.

Beginning in early summer, 10 sunscreen dispensers will be installed at public beach accesses as part of Phase I of the project. Phase II of the project plans to include installing dispensers at interior parks and City sports complexes.

“We are thrilled to partner with Blue Cross and Blue Shield to bring this new health initiative to our public beaches,” Recreation & Cultural Affairs Director Grant Brown said. “With the heightened risk of increased sun exposure which ultimately can lead to skin cancer, the City’s primary concern was finding a way to protect our resident and visitors from these life-threatening effects. This initiative will provide free access to sunscreen to those who forget or are unable to purchase sunscreen.”

“According to the American Cancer Society, skin cancer is the most common type of cancer among Americans,” said Koko Mackin, Vice President of Corporate Communications and Community Relations, Blue Cross and Blue Shield of Alabama. “Blue Cross cares about the health and wellbeing of our members and all Alabamians. This initiative is aimed at bringing awareness and prevention to the most preventable form of cancer in the United States.”

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 82 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information regarding Blue Cross and Blue Shield, visit AlabamaBlue.com.

For additional information regarding the sunscreen initiative, please contact Grant Brown at gbrown@gulfshoresal.gov or 251-968-1848.

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