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| **FOR IMMEDIATE RELEASE**  DATE: 5/20/2021  **CONTACT:**  Glen Stacey  518.730.9044  C 518.496.2369  [glen.stacey@sunmark.org](mailto:glen.stacey@sunmark.org) |  |

**Sunmark Charitable Community Foundation and Beekman 1802 Launch “Summer of Kindness” Initiative**

(Latham, N.Y.) Sunmark Credit Union and the Sunmark Charitable Community Foundation announced today that they have partnered with Beekman 1802 to celebrate the “Summer of Kindness” in their local communities. Founded in Sharon Springs, NY, Beekman 1802 is one of the largest independent skincare companies in the United States, and has grown from a single act of kindness from one neighbor to another.

Starting in May and running all summer long, children up to age 12 are invited to “deposit kindness” by submitting their ideas on how they would spread kindness where they live. Kindness forms are available at any Sunmark Credit Union location, or online at [www.sunmark.org/kindness](http://www.sunmark.org/kindness). Children are invited to deposit their ideas into the Beekman 1802 goat banks located at any Sunmark branch, or via email at [kindness@sunmark.org](mailto:kindness@sunmark.org).

A Kindness Crew – comprised of Sunmark Credit Union and Beekman 1802 employees, and Sunmark Charitable Community Foundation volunteers – will review all submissions and select ideas to become Kindness Projects. These projects will be fulfilled throughout the summer, with the Kindness Crew working together with the child who submits the form to bring their ideas to life and spread kindness in their community.

“Sunmark Credit Union and the Sunmark Charitable Community Foundation are excited to work together with the team at Beekman 1802 to bring the ‘Summer of Kindness’ to the communities we serve,” said Bryan Delehanty, executive vice president and chief financial officer of Sunmark Credit Union and president of the Sunmark Charitable Community Foundation. “A child can remind us just how easy it can be to share the purest forms of kindness with each other. Sunmark and our Foundation are excited to bring their ideas to our members and communities during this Summer of Kindness and beyond. We can’t wait to collect their ideas and bring them to life with our partner at Beekman 1802, another local business who cares about kindness as much as we do.”

“Beekman 1802 is one of the fastest growing skincare companies in the United States, and we built the whole company on Kindness:  kind to skin, kind to self, kind to community, kind to earth and kind to all living things.” said Dr. Brent Ridge, co-founder, Beekman 1802. “We are so pleased to work with Sunmark Credit Union, another fantastic local company, to spread that Kindness.”

**Sunmark will be holding a media event beginning at 4 pm Tuesday, May 25, 2021, at Sunmark Credit Union headquarters located at 1187 Troy Schenectady Road. Beekman 1802 Co-Founders Dr. Brent Ridge and Josh Filmer-Pursell along with members of the Sunmark Kindness Crew, will provide further details and will be available for questions. Following the event, the Summer of Kindness will kick-off as the first group of area children will deposit kindness by submitting their ideas on how they would spread kindness where they live.**

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**About Beekman 1802**

Beekman 1802 was born when founder, Josh and Dr. Brent moved to the historic Beekman Farm in rural Sharon Springs, NY. There they found a tightknit community and 100 goats looking for a home. Next thing you know, they were making goat milk soap at the kitchen table.

From soap to science to more skincare products, word spread Neighbor by Neighbor. Beekman 1802 didn’t start out a beauty brand, but it became one – the world’s biggest goat milk-based skincare company, with millions who now have healthier, happier skin.

**About Sunmark Credit Union**

Since 1937, Sunmark Credit Union ($975 million in assets; 80,000+ members) has been helping members improve their financial position. Sunmark is committed to the financial health and well-being of each member by offering tools that educate and inform and products and services that make it easier to reach financial goals. For more information, call 518-382-0605 or visit [www.sunmark.org](http://www.sunmark.org).