



FOR IMMEDIATE RELEASE

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Hospice Care of the Lowcountry Welcomes New Development and Marketing Team

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Bluffton, South Carolina – You can probably guess how sunflowers got their name: It's simply because young sunflowers move to face the sun. Symbolic of the young sunflower, Hospice Care of the Lowcountry is proud to announce the new Development and Marketing Team. This team consists of three young professionals compassionate and eager to drive the mission of Hospice Care of the Lowcountry.

Like the sunflower, this team consist of three core parts – the stem, the seeds, and the petals.

Representing the stem is James Dismond, Director of Business Development. With experience in providing analytical support for fundraising and community growth, Dismond is responsible for developing and implementing plans to increase donor and business development within Hospice Care of the Lowcountry. He has experience with nonprofits at the local, national, and international level. Originally from Tompkinsville, KY, Dismond attended Berea College and Marshall University where he studied psychology and sociology.

Signifying the seeds of the sunflower is Sharonica Gavin, Community Engagement Specialist. Sharonica has years of experience in the nonprofit health spectrum, providing support to communities, patients, families, medical professionals, and industry personnel. She is responsible for establishing and maintaining community relations, developing beneficial partnerships, and providing oversight of outreach and engagement strategies. A local of Hilton Head Island, Sharonica attended the University of South Carolina Beaufort where she majored in public health.

Without the petals how stunning would a sunflower really be? Kacey Floyd, Communications and Marketing Manager, represents the petals of our sunflower – Beautifying all aspects of Hospice Care of the Lowcountry. Kacey has years of experience in marketing management, creative development, and team management to develop in-house marketing solutions from start to finish. Kacey is responsible for directing the voice and image of Hospice Care of the Lowcountry by handling print marketing pieces, digital marketing efforts, social media management, event marketing, and more. Like many other Bluffton locals, Kacey is a northeastern transplant to the south of over 10 years, originally from Philadelphia, PA. She attended the Savannah College of Art and Design with a focus in filmmaking and creative writing.

Hospice Care of the Lowcountry is proud to announce this new team of young professionals and excited about the fresh perspectives they will bring. Like the sunflower, this team will provide energy and growth in the form of vitality, mirroring the sun and the strength it provides by its heat and light.

To learn more about Hospice Care of the Lowcountry, visit www.hospicecarelc.org.

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Hospice Care of the Lowcountry is a not-for-profit 501(c)3 hospice and palliative care organization serving Beaufort, Jasper, and Hampton counties since 1982. Its mission is to give comfort and honor dignity for end-of-life patients and their families through compassionate physical, emotional, and spiritual care, regardless of their financial circumstances.