

FOR IMMEDIATE RELEASE

Giving Back to the Gold Coast Community: Sparms Celebrates 15 Years

Gold Coast, Australia - October 15, 2025

In recognition of its 15th anniversary of pioneering sun-smart innovation and unwavering community support, Sparms, a Gold Coast-based sun protection brand, is pleased to announce three new community initiatives till the end of 2025. These initiatives are designed to express gratitude to the individuals and organizations that have been instrumental in the brand's journey since its inception.

"As a local Gold Coast business, we've been incredibly fortunate to have the support of our community over the past 15 years," says Mimi Lee, Founder of Sparms. "These programs are our way of saying thank you and continuing to promote the importance of sun safety across schools, sports, and workplaces."

1. FlexEm Program

Sparms will sponsor up to 15 junior sports teams across the Gold Coast by providing complimentary Sparms sleeves to promote sun safety among young athletes. Each selected team will receive up to 20 pairs of Australian-certified UPF50+ sleeves, trusted by professionals worldwide for their comfort and protection.

The program is open to local schools and clubs with junior teams aged 6–18 years across a range of sports including golf, cricket, tennis, cycling, hockey, soccer, and softball.

2. Community Sponsorship Program

This program is open to local schools and clubs with junior teams aged 6–18 years across a range of sports including golf, cricket, tennis, cycling, hockey, soccer, and softball.

It offers a \$20 certificate that can be used online or in-store, encouraging greater sun protection awareness while giving back to the clubs and schools that foster active, outdoor lifestyles.

3. Educators Program

Recognising the vital role that teachers and school staff play in promoting sun safety, Sparms is also introducing an Educators Program, offering 50% off all Sparms products for educators. The initiative aims to make it easier for teachers and staff to lead by example and stay protected during school sports, excursions, and outdoor activities.

"At Sparms, sun safety has always been at the heart of what we do," Lee adds. "The Gold Coast is known for its outdoor lifestyle, and we want to ensure that everyone from kids to coaches and teachers can enjoy it safely."

You're invited to pick up your SParms Media Gift Pack (valued at \$200), our way of saying thank you for supporting local stories.

About Sparms

Established in 2010 on the Gold Coast, Sparms is Australia's leading sun protection apparel brand. Committed to making sun safety effortless and accessible, Sparms' UPF50+ certified clothing is trusted by professional athletes, sporting organisations, and outdoor enthusiasts around the world.

For more information, please contact:

Chloe Stewart
General Manager
chloe@sparms.com.au
0429 511 137

