

LowcoSports Launches LowcoStrong

Written by Editor

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LowcoSports is partnering with local charities and organizations impacted by the COVID-19 pandemic for the “LowcoStrong” campaign that launched Friday.

“I was scrolling Facebook the other day, which we’re all doing a lot of these days, and I saw a friend in Kansas was promoting her T-shirt campaign to raise money for local relief efforts,” LowcoSports founder Justin Jarrett said. “So I did what I do best — I took her idea and ran with it.”

Jarrett reached out to Hilton Head Island-based non-profit Pockets Full of Sunshine to discuss the idea, then pulled in other advisors, including Elise Simons of the Lowcountry Volleyball Club, and the team developed a plan.

Limited edition “LowcoStrong” T-shirts are available in men’s and women’s styles, as well as youth medium and large sizes. Each style of shirt is available in three colors — navy, white, and gray. Shirts are \$20 each (plus \$2 for 2XL and above), and \$10 from each shirt sold will go to a local charity. Some of the local organizations that have already jumped on board are the Boys & Girls Clubs of the Lowcountry, United Way of the Lowcountry, The Deep Well Project, Bluffton Self Help, HELP of Beaufort, and Pockets Full of Sunshine.

Special adults from Pockets Full of Sunshine will also be involved with the screen printing of the shirts and create handmade tags from home that will be applied to the shirts before they are delivered.

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Jarrett also has reached out to additional charities and area high school booster clubs about joining in the community-wide fundraiser.

“Many of these great charities have taken a huge fundraising hit, especially with the loss of the RBC Heritage Presented By Boeing and numerous other popular spring events that are big fundraisers for them,” Jarrett said. “And many of our local residents are more reliant on charity than ever. We have to work together to lift everyone up. That’s what being ‘LowcoStrong’ is all about.”

Orders must be placed by midnight on April 20 and invoices must be paid by noon on April 21. Jarrett and volunteers from LowcoSports and the participating charities will deliver the shirts in early May.