**FOR IMMEDIATE RELEASE**

**Contacts:**

Mary Afuso – Vice President of Public Relations

Kiwana Denson – Founder and President

beachsafetyadvocate@gmail.com

**THE HIGGINBOTHAM COMMUNITY FUND DONATES FOR SAFETY**

CORPUS CHRISTI, TX, November 11, 2021 –  The Higginbotham Community Fund will be presenting $1000 to the Je’Sani Smith Foundation on Saturday, November 13 at 3:00pm at the Higginbotham Offices at 500 North Shoreline, Suite 1200, Corpus Christi, TX 78401.

Higginbotham is an independent insurance and financial services firm with offices in 10 states and ranked as one of the largest brokers in the U.S. For over a decade, the [Higginbotham Community Fund](https://hbprd.wpengine.com/higginbotham-community-fund/) has engaged employees in philanthropy. The community fund pools employee donations from across the firm to support local causes important to employees. Higginbotham employees have given millions of dollars and countless hours to community organizations and initiatives.

“We selected the Je’Sani Smith Foundation because beach safety is important to our entire community” says Rose Martinez with the Higginbotham Corpus Christi office. “It’s important that citizens and visitors understand that our beaches are gorgeous, but must be treated with caution.”

Drownings due to rip currents are far too common. Rip currents are a daily occurrence at area beaches, especially near structures like piers and jetties. Educating beachgoers on the dangers present on area beaches is critical to preventing further loss of life within our community.

Making good beach safety decisions are only achieved through relentless and consistent visual and verbal beach safety education and awareness programs and initiatives. Eliminating fatalities and injuries at our beaches is accomplished when there is a full understanding of the beach safety flag system and the dangers of rip currents and swimming near piers, jetties and other structures.

The Je’Sani Smith Foundation is named for Je'Sani Smith, a high school senior swept away by a rip current at a Nueces County beach. The Je’Sani Smith Foundation works to provide beach safety and rip current education to make sure that no family experiences a similar loss. For more information or to donate to the Foundation, visit [www.jesanismithfoundation.org](http://www.jesanismithfoundation.org/).