Cancer Society
Te Kāhui Matepukupuku o Aotearoa

Media Release – For immediate release
December 15 2009

SunSmart Promoters Keep Event Goers Safe

Events around the region will have a SunSmart presence this summer, giving people a friendly reminder to stay safe in the sun.

Cancer Society staff will be visiting events and beaches from December 26 to January 17, handing out free sunscreen and information, providing shade structures to keep people out of the sun, and selling further SunSmart resources.

Skin cancer prevention coordinator Catriona Findlay says the summer promotions aim to give event goers access to shade and sunscreen, as well as important information about skin cancer and its prevention, and other Cancer Society services.

"We want it to be as easy as possible for people to stay safe in the sun while they're at the beach or an event, whether it be the races, a food festival, a market day or a music event.

"The ultimate aim of these summer and beach promotions is to reduce the incidence of skin cancer in our communities."

Skin cancer is the most common form of cancer in New Zealand with over 45,000 new cases every year, costing in excess of $33million annually. In New Zealand nearly 300 people die each year from melanoma, the most deadly form of skin cancer.

"Sadly over 90% of skin cancers are caused by overexposure to the sun so are completely avoidable," says Catriona.

The Cancer Society recommends New Zealanders use SunSmart sun protection measures when the UV Index is three or above, particularly between the hours of 11am and 4pm:

- More -

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PO Box 134, Cnr Grey and Beale Streets, Hamilton 3240 Cancer Information Helpline - 0800 Cancer (226 237)

• **Slip** on some sun-protective clothing that covers as much skin as possible and slip into some shade.

• **Slop** on SPF30+ sunscreen that is broad spectrum and water resistant. Put it on 20 minutes before going outdoors and every two hours afterwards. Sunscreen should never be used as the main or only form of defence against the sun or to extend the time spent in the sun.

• **Slap** on a hat that protects the face, head, neck and ears

• **Wrap** on sunglasses that meet Aus/NZ standards

"Hopefully our presence at beaches and events over the summer will remind people to Slip, Slop, Slap and Wrap this summer!"

Cancer Society staff will be in your area at the following events and venues:

Thames Races, Thames Racing Club – January 3 and January 10, 2010

Ends

For further information, please contact:

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Editor's Note:

The Waikato/Bay of Plenty Division of the Cancer Society of New Zealand Inc is a non-profit organisation that receives no direct financial support from the Government. We are funded by bequests and donations from the public as well as fundraising activities.

We are committed to minimising the impact of cancer in our communities by providing:

• Quality support services for people affected by cancer
• Education to promote early detection and help reduce the risk of cancer
• Free information and resources on cancer
• Support for research into the causes, prevention, detection and treatment of cancer