



Media Release – For immediate release
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SunSmart Promoters Keep Event Goers Safe

Cancer Society SunSmart ambassadors will be in Whakatane this summer to spread the SunSmart message.

Ambassadors will visit the Interislander Summer Festival Whakatane Races on January 31 at the Whakatane Racing Club, handing out free sunscreen and information and selling further SunSmart resources, including 100% UV protective umbrellas. The visit is part of a partnership between the New Zealand Racing Board and the Waikato/Bay of Plenty Cancer Society, which aims to promote SunSmart messages to racegoers.

Cancer Society staff will be visiting racing meets as well as other events and beaches across the Waikato, Bay of Plenty and Coromandel from December 27 to January 31.

As well as having a presence at local events, the Waikato/Bay of Plenty Division has also arranged for Undercover Cody goodie bags to be handed out at all Interislander Summer Festival events nationwide, to encourage children to Slip, Slop, Slap and Wrap.

Skin cancer prevention coordinator Catriona Findlay says the summer promotions aim to give people 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. In New Zealand nearly 300 people die each year from melanoma, the most deadly form of skin cancer.

“The good news is over 90% of skin cancers are caused by overexposure to the sun so can be prevented,” says Catriona.

The Cancer Society recommends New Zealanders use SunSmart sun protection measures during daylight saving months, particularly between the hours of 11am and 4pm:

- **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.

- More -



- **Slap** on a hat that protects the face, head, neck and ears
- **Wrap** on sunglasses that meet Aus/NZ standards

“Hopefully our presence over the summer will remind people to Slip, Slop, Slap and Wrap!”

Ends

For further information, please contact:

Julia Wilson

PR/Communications

Waikato/Bay of Plenty Division of the Cancer Society of NZ Inc.

Ph: 07 838 2027

Email: juliawilson@cancersociety.org.nz

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

