



**Cancer  
Society**

Waikato/Bay of Plenty Division  
Cancer Society of New Zealand  
Inc.

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### **Cancer Society Beach Promoters Keeping Our Beaches SunSmart**

Beachgoers won't forget to follow the SunSmart rules this summer as they are sure to get a friendly reminder from the Cancer Society's SunSmart Beach Promoters.

The Beach Promoters will be out and about throughout January with static sites at Mt Maunganui, Pauanui, Whangamata beaches, as well a roving team will be cruising other Eastern Bay of Plenty beaches. Raglan will have its first static site this year also. .

Judy Gould, Waikato/Bay of Plenty Cancer Society Chief Executive, says: "Undercover Cody – our cool SunSmart turtle who teaches children aged from four to 10 how to be safe in the sun, will be out and about with the roving team at fun events throughout the region teaching everyone the SunSmart rules.

"As usual the beach promoters will be liberally dispensing sunscreen and SunSmart information but they will also selling beach umbrellas and UnderCover Cody merchandise including watches and playing cards."

Judy says this is the ninth summer the beach promotion has operated in the region and once again they will be working hard to spread the SunSmart message to ultimately reduce the incidence of skin cancer in our communities.

The Cancer Society Beach Promoters will be aiming to help everyone be careful in the sun by following the simple SunSmart rules, especially during the peak UV hours of 11m and 4pm:

- **Slip** into a long sleeved shirt and some shade
- **Slop** on sunscreen
- **Slap** on a hat
- **Wrap** on sunglasses

More ...

This is also important on cloudy days when the sun's ultraviolet rays can be reflected.

To find out more about the Cancer Society Beach Promotion, visit: [www.cancersociety.org.nz](http://www.cancersociety.org.nz) or contact the Cancer Society, ph 07 838 2027. For more SunSmart information visit: [www.sunsmart.org.nz](http://www.sunsmart.org.nz)

**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