



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

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Fieldays Focus on Men's Health

Men's health, with a particular focus on prostate cancer, is the theme for the Waikato/Bay of Plenty Cancer Society's exhibit at the Fieldays this week.

Judy Gould, Cancer Society Chief Executive, says the Fieldays provides an excellent opportunity to target men, who are often a hard to reach demographic, about some important health issues.

"With so many men at the Fieldays we think it's a wonderful place to educate people and their families about cancer in a relaxed, friendly and interactive environment."

As well as prostate cancer, the exhibit will feature information on skin cancer and the Cancer Society's new Outdoor Workers Sun Protection Kit will be available.

This kit is a sun protection resource for outdoor workers and their employers and includes information brochures, a workplace poster and a sample policy for a SunSmart workplace.

Mrs Gould says a nurse from MoleMap will also be at the Cancer Society's Fieldays site to promote the importance of getting regular skin checks.

The site will also feature information on how to adopt a healthy lifestyle to reduce the risk of developing other cancers.

"We will be promoting our SmokeFree message and will have lots of information available to assist people with a quit smoking programme.

More ...

“Our interactive Body Works quiz will provide visitors with up-to-date facts on keeping the body healthy and everyone who answers a question correctly will go into the draw for an amazing prize of a night for two at the Lakes Resort in Pauanui.”

The prize, which includes breakfast, dinner and a round of the resort’s 18-hole international golf course, is valued at \$540.

“We’ve always had a wonderful reception from those at the Fieldays and once again we’re looking forward to letting people know about the Cancer Society and the important work we do to minimise the impact of cancer in our community.”

The Cancer Society exhibit will be in the Rural Living marquee at sites 109 and 110.

Ends

For further information, please contact:

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