



**Cancer Society of New Zealand  
Te Rōpū Mate Pukupuku o Aotearoa**

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## **Dulux and Cancer Society - working together**

The Cancer Society of New Zealand is delighted to announce a new partner to strengthen the annual sun safe campaign.

Dulux New Zealand has teamed up with the Cancer Society to help raise funds and awareness of the need for Kiwi DIYers and trade painters to protect themselves in the sun this summer.

Dulux will donate money from all sales of the exterior paint, Dulux Weathershield, to the Cancer Society and provide in-store sun protection giveaways during December 2007 and January and February 2008.

Dulux has always helped New Zealanders protect their homes from the sun's harmful rays. This campaign will enable the company to also help people to protect themselves.

**The new partnership is being officially launched by Associate Minister of Health Hon Peter Dunne at a breakfast event in Wellington at the Dulux Trade store in Marion Street on Tuesday at 8.30am.**

**Media are very welcome to attend the breakfast event.**

Cancer Society CEO Dalton Kelly said he was thrilled to have Dulux on board.

"It's an ideal relationship as both organisations have a culture that focuses on people and their environment and we both have a strong heritage in New Zealand. We very much look forward to working with Dulux this summer and in the future".

Dulux general manager Greg Warren said the sun safe messages from the Cancer Society were similar to that of Dulux's messages about protecting houses:

"Just as your skin needs protection, so does your home's exterior. Dulux provides sun protection for homes; the only difference between our products is that sunscreen must be re-applied every two hours whereas Weathershield can last up to 10 years without requiring re-application!"

During the campaign Dulux will:

- Donate \$1 to the Cancer Society for every Dulux Weathershield X10, Dulux Weathershield Roof and Trim and Dulux Weathershield Timbercryn product sold.
- Give away sun protection items such as sun screen, beach umbrellas and hats when people buy Weathershield products in its retail and trade stores.
- Promote sun safe messages to staff, customers and suppliers.
- Run advertisements in national broadcast and print media to further raise awareness of the need to be sun safe.

Mr Warren said the decision to support the Cancer Society was part of Dulux's ongoing commitment to New Zealand society. Dulux was recently awarded the Central Region Sustainable Business of the Year award for its work in caring for the environment, community and its staff.

In 2007 the Cancer Society was voted the most trusted charity in New Zealand in the Reader's Digest survey.

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