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Cancer Society New Zealand
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SLIP SLOP SLAP SUM TOPS \$85,000

The inaugural Dulux SLIP SLOP SLAP campaign held this summer with the Cancer Society of New Zealand raised \$85,863 towards promoting awareness and SunSmart behaviour in outdoor workers.

During December 2007 and January and February this year, Dulux donated money from all sales of exterior paint, Dulux Weathershield, to the Cancer Society plus provided sun protection giveaways and information to customers and staff.

Thanks to trade customers and DIYers buying 1.2 million litres of paint, the campaign raised \$85,863 and Dulux distributed nearly 2000 litres of free sunscreen.

The money will go back to helping the same trade customers via an outdoor workers programme being launched by the Cancer Society later this year. The programme's main aim will be to increase sun safe awareness and action among painters, builders, road crews, gardeners and other outside workers because they have (especially those with fair skin) a higher than average risk of non melanoma skin cancers because of cumulative exposure to UVR.

Dulux presented the donation to the Cancer Society at a thank you function held yesterday at the society's offices in Thorndon, Wellington.

Cancer Society CEO Dalton Kelly said he was thrilled with the result. "We see this as the beginning of a great partnership. The money raised this year is going to help us with a project we have long dreamed of putting together. Prior to next summer we intend to promote and provide information and resources for employers and outdoor workers on SunSmart behaviour. The majority of outdoor workers are male so this project ties in nicely with our focus on men's health this year."

Dulux general manager Greg Warren said he was delighted the first campaign was so successful and that the money raised would directly help Dulux trade customers.

"Sun safety is an important issue for outdoor workers but often it is overlooked. We want everyone to be aware of just how easy it is to be safe in the sun."

Mr Warren said Dulux looked forward to working with the Cancer Society during future summers to raise even more money for the cause.

"Support for organisations such as the Cancer Society is part of Dulux's commitment to New Zealand society and also to our staff – sponsorship like this gives our staff another reason to come to work in the morning."