



Cancer Society New Zealand
Te Kāhui Matepukupuku o Aotearoa

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Slip, Slop Slap: Dulux is supporting the New Zealand Cancer Society

Dulux has been protecting New Zealanders' homes from UV damage for nearly 70 years so it makes sense that they lend their support to the organisation protecting New Zealanders' skin, the Cancer Society.

This summer, Dulux will donate \$1 to the Cancer Society from every can of Weathershield sold during December 2008. Dulux will also be giving away free 50g tubes of sunscreen to homeowners when 4 Litres of paint or more is purchased and providing sunscreen and information on how to stay safe in the sun to painters and tradespeople. Last year's campaign raised \$85,863 which funded the Cancer Society's outdoor workers programme.

The Dulux Slip, Slop, Slap campaign raises awareness of the dangers of working outside in the daylight saving months, reminding customers to protect themselves from the damaging UV rays. The campaign encourages customers to Slip some overalls on over a long sleeved shirt, Slop on the Dulux Weathershield and Slap a dollar down for the Cancer Society. Both organisations ask retailers and salespeople to get behind the initiative and do their bit to help educate and protect New Zealanders.

In New Zealand, the summer sun is sometimes public enemy number one - for our skin and for the exteriors of our houses. While Dulux Weathershield paint has inbuilt UV protection, New Zealanders need protective clothing, sunhats, sunscreen, sunglasses and shade to guard against their own skin cracking and peeling.

The UV radiation from the New Zealand sun is amongst the most damaging in the world, making skin cancer New Zealand's most common form of cancer. In 2005, it was responsible for the deaths of 269 New Zealanders. The sad thing is that it is largely preventable with proper education.

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