



Cancer Society New Zealand
Te Kāhui Matepukupuku o Aotearoa

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MEDIA RELEASE

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WORLD CANCER DAY THURSDAY 4 FEBRUARY, 2010

Did you make a new year's resolution to reduce your cancer risk?

You may be surprised to know you will reduce your cancer risk if you resolved to lessen your alcohol intake, avoid sunburn, maintain a healthy weight, get more exercise and quit smoking. "The Cancer Society hopes you keep up your resolution this World Cancer Day," said Chief Executive Dalton Kelly.

"Each year 12 million people are diagnosed with cancer and 7.6 million people die of cancer. If no action is taken, the worldwide cancer burden is projected to reach 26 million new diagnoses and 17 million deaths by 2030, with the most rapid increases occurring in low and middle income countries," he added.

The good news is that approximately 40% of cancers are potentially preventable. The risk of developing cancers related to tobacco use, heavy alcohol consumption, excessive sun exposure and obesity can be significantly reduced by avoiding the dangers and by encouraging healthy behaviour such as regular exercise and healthy eating.

Dr Jan Pearson, Health Promotion Manager at the Cancer Society gives support to every New Zealander who has made a New Year resolution to tackle one or more behaviours that puts them at increased risk of cancer.

She says "New Zealanders are fortunate to have a fantastic range of quit smoking initiatives that are easy to access, as well as a range of healthy and nourishing fresh foods. We are also able to enjoy an outdoor lifestyle that encourages us to have regular exercise. This outdoor lifestyle does mean we need to protect ourselves from the sun and to SLIP, SLOP, SLAP and WRAP during the daylight saving months, especially between 11am and 4pm. We also need to be aware that over-consumption of alcohol can increase cancer risk - so if you resolved in the New Year to reduce the amount of alcohol you drink, well done!"

The Cancer Society has a range of resources and information to help you make healthy lifestyle choices. We are part of the international and national network of organisations committed to reducing the incidence of cancer.

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