

PRESS RELEASE – LONG LEAD

Don't Fry Day

Friday, May 22, 2009



The National Council on Skin Cancer Prevention Encourages Everyone to
Protect Your Skin Today and Every Day

The Friday before Memorial Day is Declared “Don’t Fry Day” to Encourage Sun Safety Awareness

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ATLANTA— March 12, 2009—To help reduce rising rates of skin cancer from overexposure to the ultraviolet rays of the sun, the National Council on Skin Cancer Prevention has designated the Friday before Memorial Day, May 22, 2009, as “Don’t Fry Day” to encourage sun safety awareness and to remind everyone to protect their skin while enjoying the outdoors. The action step the National Council on Skin Cancer Prevention is emphasizing for 2009 is “Slap on a Hat,” encouraging everyone to wear protective clothing like a wide-brimmed hat to provide important protection from too much sun.

As warm weather approaches and millions of Americans prepare to enjoy the great outdoors, the risk for ultraviolet (UV) damage of the skin increases. Skin cancer is on the rise in the United States, and the American Cancer Society estimates that one American dies every hour from skin cancer. It is estimated that this year 62,480 cases of malignant melanoma, the most serious form of skin cancer, and more than one million cases of basal cell or squamous skin cancer will be diagnosed in the U.S.

Fortunately, skin cancer is highly curable if detected in its early stages. An easy way to remember sun safety awareness is to Slip! Slop! Slap!...and Wrap — slip on a shirt, slop on sunscreen of SPF 15 or higher, slap on a hat, and wrap on sunglasses. The best way to detect skin cancer early is to examine your skin regularly and recognize changes in moles and skin growths.

Most skin cancers are caused by overexposure to UV radiation. A tanned appearance has become a sign of a good look and good health, fueling the increasing trends of sunbathing and tanning beds among young adults and women. However, using a sunless self-tanning product and continuing to apply sunscreen can help greatly reduce skin cancer risk. Individuals with lighter-toned skin are more susceptible to UV damage, although people of all races and ethnicities can be at risk for skin cancer. Those who have a family history of skin cancer, plenty of moles or freckles, or a history of severe sunburns early in life are at a higher risk of skin cancer as well. To minimize the harmful effects of excessive and unprotected sun exposure, protection from intense UV radiation should be a life-long practice for everyone.

For more information, including how to use the UV Index to plan activities, visit the National Council’s site at www.skincancerprevention.org. The National Council on Skin Cancer Prevention is the united voice of 45 groups dedicated to reducing skin cancer morbidity and mortality in the United States. Council members represent some of the nation’s premier researchers, clinicians and advocates for melanoma and skin cancer prevention.