



The Friday before Memorial Day is

**Don't Fry Day**

[www.skincancerprevention.org](http://www.skincancerprevention.org)

WDS PROUDLY PARTICIPATES IN A NATIONAL CAMPAIGN TO BOOST SUN SAFETY AWARENESS ON A HUGE SCALE

*DON'T FRY DAY: May 28, 2010*

The National Council on Skin Cancer Prevention has created a sweeping campaign to encourage sun safety awareness and skin protection, by designating the Friday before Memorial Day, May 28, 2010 as *Don't Fry Day*.

Dr. Sandy Read represents the Women's Dermatologic Society on this important Council, which has developed a dynamic program to promote sun safety all across the United States. She enthusiastically comments, "*As I proudly represent WDS on the National Council on Skin Cancer Prevention, I wholeheartedly encourage all members to join us in support of the collaborative national sun safety awareness effort, Don't Fry Day, on the Friday before Memorial Day weekend, May 28, 2010. As you will see, there are some great resource materials to support your Don't Fry Day efforts locally.*

*Collectively and individually, we can all make a difference in our offices and in our communities. Thank you for your participation!"*

WDS President Dr. Lisa A. Garner comments, "*We are delighted to participate in this important public education campaign, and hope that you will join us as we rally around this unified mission to promote sun safety awareness.*"

WDS members are encouraged to participate in *Don't Fry Day* in the following ways:

**(1) Visit [www.playsafeinthesun.org/dontfryday/safety\\_educational\\_resources.html](http://www.playsafeinthesun.org/dontfryday/safety_educational_resources.html)** to view the sun safety educational resources that are available for you to download and utilize in your efforts. In this online toolkit, you will find an array of educational materials developed for *Don't Fry Day* by the NCSCP, as well as outreach resources created by the WDS Service Committee.

- (2) Reach out to local media by using the sample press release shown in the *Don't Fry Day* online tool kit. This can be customized to include your own quote about sun safety along with the campaign message points that are incorporated into the release. Questions can be directed to: [nfitzgerald@womensderm.org](mailto:nfitzgerald@womensderm.org).
- (3) Incorporate attention-getting ways to heighten awareness in your practices and in your communities around *Don't Fry Day* and timely messages about skin protection. This can include: educational talks about sun safety in your offices, local schools or community groups; distribution of educational materials and sun safety giveaways; and interviews with local TV/radio and newspapers.
- (4) Complete a sun safety activity form and request a sun safety resources kit from WDS by visiting: [www.playsafeinthesun.org/coast2coast/toolkit](http://www.playsafeinthesun.org/coast2coast/toolkit)

Please send us news and photographs from any activities you hold in your offices and in your communities.

Thank you, Dr. Sandy Read for representing WDS in this campaign, and thank you to all the members who are planning on participating in this wonderful collaborative effort to promote sun safety and skin protection.

Contact: [wds@womensderm.org](mailto:wds@womensderm.org) for more information.

Visit: [www.playsafeinthesun.org/dontfryday](http://www.playsafeinthesun.org/dontfryday). To read about the National Council on Skin Cancer Prevention, visit: [www.skincancerprevention.org](http://www.skincancerprevention.org)