

## ELEVATOR SPEECH

### *Don't Fry Day*

Friday, May 28, 2010



Skin cancer is the most common cancer in the U.S. More people will get skin cancer this year than breast, prostate, lung, and colon cancer combined. The good news is: it is simple to protect our skin and reduce our risk of getting skin cancer. It's as easy as 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. It is especially important to protect children from harmful effects of the sun because sunburns during childhood increase the risk of getting skin cancer later in life.

The National Council on Skin Cancer Prevention has designated the Friday before Memorial Day as "Don't Fry Day" to raise awareness of skin cancer prevention and to encourage everyone to protect their skin as they head outdoors to kick off the summer season. The Council is the united voice of 45 groups dedicated to skin cancer prevention in the United States.