

## PRESS RELEASE – LONG LEAD

***Don't Fry Day***

Friday, May 28, 2010



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

#### *Second Annual "Don't Fry Day" Campaign to Encourage Sun Safety*

Contact Information: John Antonishak, NCSCP Executive Director,  
Phone: 301. 801.4422 or email: [dontfryday@skincancerprevention.org](mailto:dontfryday@skincancerprevention.org)

ATLANTA— February 17, 2010—To help reduce rising rates of skin cancer, the National Council on Skin Cancer Prevention designated the Friday before Memorial Day "Don't Fry Day" to remind everyone to protect their skin while enjoying the outdoors. May 28, 2010 will mark the second annual "Don't Fry Day" since the campaign's inception last year.

Overexposure to UV radiation is the primary risk factor for skin cancer. As warm weather approaches, millions of Americans prepare to enjoy the great outdoors, and their risk for UV damage of the skin increases. Skin cancer is on the rise in the United States. In 2009, an estimated 68,720 cases of malignant melanoma, the most serious form of skin cancer, and more than one million cases of basal cell or squamous skin cancer were diagnosed in the U.S. Each year, there are more new cases of skin cancer in the U.S. than new cases of breast, prostate, lung and colon cancers *combined*. While the incidence of many common cancers is falling, the incidence of melanoma continues to rise significantly. Melanoma is the most common form of cancer for young adults 25-29 years old and the second most common form of cancer for adolescents and young adults 15-29 years old.

Fortunately, the risk of skin cancer can be reduced with some simple sun-safety behaviors. An easy way to remember these behaviors is: "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.

The sun is the primary source of excessive UV radiation, the cause of most skin cancers. A tanned appearance has become a sign of a good look and good health, fueling the increasing trends of sunbathing and use of tanning beds among young adults. Individuals with lighter 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 also are at a higher risk for skin cancer. Avoiding tanning beds; generously applying a broad-spectrum sunscreen, which protects from UVA and UVB rays; wearing UV-protective clothing; seeking shade while outdoors; and protecting children from UV exposure are all measures one can take to prevent skin cancer and ultimately save lives. To minimize the harmful effects of excessive and unprotected UV exposure, the Council advocates that protection from intense UV radiation be a life-long practice for everyone.

For more information, including how to use the UV Index to plan outdoor activities, visit the National Council's site at [www.SkinCancerPrevention.org](http://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 physicians, researchers, clinicians and advocates for melanoma and skin cancer prevention.