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American Cancer Society Encourages You to Keep Your Cool This Summer *Sun Safety Awareness for Summer Rays*

SANTA ANA, CA – (July , 2012) – This summer, millions of Americans prepare to enjoy the great outdoors and the American Cancer Society reminds everyone to practice sun-safe behaviors – and pack those wide-brimmed hats, as well as sunscreen. The incidence of melanoma (the most fatal of skin cancers) has increased for the past 22 years in the state of California. Each year, there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon. However, skin cancer is a health issue that is largely preventable when you understand what precautions you need to take.

“Two common misconceptions about sunscreen use are that you don't have to apply it on cloudy days and that you can apply it once in the morning and not reapply it during the day,” Anand K. Ganesan, MD, PhD, a dermatologist in Orange County and recipient of the American Cancer Society Research Scholar grant said. “Applying sunscreen only once a day is not enough. It needs to be reapplied every 2-3 hours,” he added.

About 90 percent of nonmelanoma skin cancers are associated with exposure to ultraviolet (UV) radiation from the sun, a form of radiation that does not go away in the June gloom, overcast days we have in Southern California.

“Although the clouds do protect against some harmful rays (known as UVB rays) they do not protect from UVA rays, which can also induce skin cancer,” said Dr. Ganesan.

It is reported that there will be 5,475 new cases of invasive melanoma diagnosed in California alone. The American Cancer Society estimates that 11,980 people died from melanoma and 3,190 from other nonepithelial skin cancers in 2011, which is among the fastest rising cancers in the U.S.

Here are some simple ways to be safe in the sun. Remember, Slip! Slop! Slap!® and Wrap! And plan activities away from the midday sun:

- Slip on a shirt;
- Slop on sunscreen (SPF 15 or higher);
- Slap on a hat; and
- Wrap on sunglasses to protect the eyes and sensitive skin around them from ultraviolet light.

For more information, including additional statistics and other resources, visit the American Cancer Society at cancer.org or the National Council on Skin Cancer Prevention's site: <http://www.skincancerprevention.org/>. The National Council on Skin Cancer Prevention is the united voice of 45 groups, including the American Cancer Society, dedicated to reducing skin cancer morbidity and mortality in the U.S. Council members represent some of the nation's premier researchers, clinician and advocates for melanoma and skin cancer prevention.

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well, by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the right. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in American who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.

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