



**Statement by Barbara Bush  
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Against Skin Cancer**

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I am pleased to have the opportunity to serve as the Honorary Chair of Mothers & Others Against Skin Cancer, a new initiative of the Sun Safety Alliance that is part of the first annual Sun Safety Week. The goal of Sun Safety Week is to help reduce the incidence of skin cancer in the United States.

Skin cancer is a serious disease, and its rates are rising. An estimated 1.3 million new cases will be diagnosed in the United States this year alone. In fact, six in 10 people know someone who has or had skin cancer. What many people do not realize is that skin cancer is a deadly disease, killing one person every hour. The good news is that skin cancer is largely preventable, and raising awareness of the simple ways we can protect ourselves and our loved ones in the sun is a step towards saving lives.

I applaud the Sun Safety Alliance for its leadership role on this issue and its commitment to building a national grassroots movement of "mothers and others" who will take an active role in promoting simple, year-round sun safety practices, such as wearing sunscreen, a hat and sunglasses, and seeking shade during peak sun hours.

My family has always loved the outdoors, especially spending time near the water. I have wonderful memories of us at the beach, hiking in the woods, playing games in the backyard. What many people don't know is that my family has had personal experience dealing with skin cancer. I want to ensure that parents, grandparents and other caregivers know about the simple precautions they should take to keep their families and themselves safe in the sun while enjoying the outdoors.

I encourage you to visit [SunSafetyAlliance.org](http://SunSafetyAlliance.org) to learn more about sun safety and Mothers & Others. Block the sun, not the fun.

Barbara Bush