



Barbara Bush Named Chair Of Mothers and Others Against Skin Cancer

Program Seeks To Elevate Public Awareness of Issue

September 29, 2004-Alexandria, VA – Barbara Bush, considered by many to be America's favorite Mother and Grandmother, has been named Honorary Chair of the newly formed Mothers and Others Against Skin Cancer (MASC), a program being launched by the non-profit Sun Safety Alliance in partnership with the Cancer Research and Prevention Foundation.

With more than 1.2 million new cases of skin cancer expected to be diagnosed this year, medical experts call the growth in skin cancer America's silent epidemic. Over half of all new cancers are skin cancers, and at current incidence rates, more than two new cases are diagnosed every minute.

One person dies every hour of skin cancer, according to the American Cancer Society. Overexposure to the sun's UV radiation is a primary cause of skin cancer.

"The good news is that, while skin cancer is deadly, it can be prevented, if parents learn the right steps to protect their children from overexposure to the sun that could lead to skin cancer in later life," said Barbara Bush.

Over the coming months, the Sun Safety Alliance and the Cancer Research and Prevention Foundation will seek to recruit one million mothers and others to the MASC Program.

"By mobilizing mothers, grandmothers and others with the facts, we can lick this preventable disease," Mrs. Bush stressed. "The Sun Safety Alliance has a simple message, 'Learn, Don't Burn' while enjoying outside fun and family activities. It's an important life-long lesson."

Wal-Mart, the nation's largest retailer, will work with the Sun Safety Alliance to promote the Mothers and Others Against Skin Cancer program.

Also joining the cause is Coppertone, manufactured by Schering-Plough HealthCare, which sponsors with the Sun Safety Alliance a school-based sun safety education program called "Block the Sun, Not the Fun", distributed to over 150,000 third and fourth grade teachers this year.

"Barbara Bush is a tremendous role model and as our Honorary Chair will provide stature and credibility to our cause," said Phil Schneider, Executive Director of the Sun Safety Alliance.

Those who join MASC will receive a quarterly electronic newsletter with sun safety tips, as well as news about sun safety programs in which they can participate in their state. Interested mothers also will be encouraged to work with MASC to promote sun safety education in local schools and child care centers. Participation is free at

www.sunsafetyalliance.org.

Founding Members

National Association of
Chain Drug Stores

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Mothers and Others Against Skin Cancer

Mrs. George Bush, Honorary Chair

Cancer Research & Prevention
Foundation
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Dr. Jeff Ashley
Director, Sun Safety for Kids
The Los Angeles Metropolitan
Dermatological Society

Beverly Berkin, CHES, FASHA
Health Education Consultant

Brian Dyak
President & CEO
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Jeff Hoffman
VP, Disney Worldwide Outreach
The Walt Disney Company

James J. Mackey, Vice Chair
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MD Anderson Cancer Clinic

"As the leading organization promoting cancer prevention, we are proud to be a part of this important awareness program," said Carolyn Aldigé, president and founder of the Cancer Research and Prevention Foundation. "Mrs. Bush is a dynamic advocate for cancer prevention and sets a great example for mothers, grandmothers and other caregivers."

The Sun Safety Alliance

The Sun Safety Alliance™ (SSA) is a nonprofit coalition dedicated to the task of reducing the incidence of skin cancer in America by motivating people to actively adopt and practice safe sun protection. The SSA's founding members are the [National Association of Chain Drug Stores](#) and [Coppertone® Suncare Products](#). For more information, contact Phil Schneider, Executive Director at pschneider@sunsafetyalliance.org.

The Cancer Research and Prevention Foundation

The Cancer Research and Prevention Foundation, formerly the Cancer Research Foundation of America, was started in 1985 by Founder and President Carolyn Aldigé. Since its inception the Foundation has provided more than \$66 million in support of cancer prevention and early detection research and education programs. For more information about MASC Program Founding Partner CRPF click on www.preventcancer.org.

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