



News for Immediate Release

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Sun Safety Alliance Offers Seven Sun Safety Tips National Sun Safety Week is June 1-7, 2008

Washington, D.C. (May 29, 2008) – National Sun Safety Week is June 1-7, 2008 and with summer here, Americans will spend more time outdoors enjoying the sunny weather. The Sun Safety Alliance recognizes the importance of outdoor physical activity, but encourages people to exercise precaution when spending time in the sun in order to reduce their risk of developing skin problems.

"One American dies every hour from skin cancer. With more than one million cases diagnosed in the U.S. each year, skin cancer is more common than all other major types of cancer *combined*," said Jeff Ashley, M.D., Board-certified dermatologist. "Yet ironically it's probably the most *preventable* type of cancer since the vast majority are simply due to overexposure to the sun."

The Sun Safety Alliance recommends the following tips for playing it safe in the sun:

1. Use sunscreen with an SPF of 15 or higher every day.
2. Apply sunscreen before going outdoors and reapply often, especially after swimming, perspiring or toweling off.
3. Wear a wide-brimmed hat and UV protective sunglasses to protect the face and eyes.
4. DO NOT USE tanning beds or sun lamps.
5. You can sunburn even on a cloudy day, always wear sunscreen.
6. Be aware - concrete, sand, water and snow reflect 85-90% of the sun's UV rays.
7. Try to get your outside activities completed in the early morning or late afternoon as the sun is the strongest between 10:00 a.m. and 4:00 p.m.

The Sun Safety Alliance has teamed up with Banana Boat and pro beach volleyball player, Jeff Nygaard, to implement a health promotion campaign in conjunction with the 2008 Association of Volleyball Players

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(AVP) Crocs Tour. As a three-time Olympian and melanoma survivor, Nygaard uses his tour travel to share his personal story of battling melanoma, generate awareness for skin cancer prevention and offer tips about how to stay sun safe.

“Being out in the sun caused me to develop two forms of skin cancer,” said Nygaard. “From that point forward, I haven’t taken for granted my exposure to the sun and I’ve tried to live a healthier, safer lifestyle outdoors.”

“We want our athletes, and all Americans to live a healthy, active lifestyle,” said Leonard Armato, CEO and commissioner of the AVP Crocs Tour. “At the same time, we are committed to helping people understand the real dangers involved with overexposure to the sun.”

The AVP Crocs Tour and Nygaard will be in Hermosa Beach, Calif., June 6-8 to close out National Sun Safety Week with some life-saving sun safety tips and free sunscreen samples for Californians, courtesy of Banana Boat.

“We are proud to be working with the Sun Safety Alliance (SSA) and the AVP during National Sun Safety Week to promote the importance of sun protection,” said Beth St. Raymond, Director of Sun Care at Energizer® Personal Care, the parent company of the Banana Boat® brand. Banana Boat® suncare is committed to providing products that offer unbeatable sun protection that help prevent both short term and long term skin damage.”

The **Sun Safety Alliance** is a non-profit organization dedicated to reducing the incidence of skin cancer in America by motivating people to actively adopt and practice safe sun protection. Please visit www.sunsafetyalliance.org for information on national survey findings, tips for skin cancer prevention and other sun safety information.

The **Sun Safety Alliance** is managed by the **Entertainment Industries Council, Inc.** (EIC), a non-profit organization founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on health and social issues. EIC addresses health issues such as drug, alcohol, and tobacco use and addiction; firearm safety and injury prevention; sun safety and skin cancer prevention; human trafficking; terrorism and homeland security; mental health and mental illness, including bipolar disorder, depression and suicide; diabetes; seat belt use and traffic safety; and HIV/AIDS prevention. For more information, please visit www.eiconline.org.

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Note to Media:

The following individuals are available for interviews. Contact Ashley Nasser to schedule:

Jeff Nygaard, Professional Athlete and SSA Spokesperson

Dr. Jeff Ashley, Board-certified dermatologist and SSA Board Chair