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

The Friday before Memorial Day is Declared “Don’t Fry Day” to Encourage Sun Safety Awareness

WASHINGTON, D.C. — May 21, 2014 –To help reduce the rising rates of skin cancer, the National Council on Skin Cancer Prevention designated the Friday before Memorial Day, May 23, 2014, as “Don’t Fry Day.” Skin cancer is a largely preventable disease. Still remains the most common type of cancer in the United States, with more than 3.5 million cases of skin cancer are diagnosed each year in more than two million people. That’s more than breast, prostate, lung and colon cancers combined. Melanoma, which accounts for the largest amount of skin cancer deaths, has steadily increased each year, for the last 30 years.

“As millions of Americans head outdoors for family fun on Memorial Day weekend – the unofficial kick-off to summer – “Don’t Fry Day” is an important reminder for the public to protect their skin from ultraviolet (UV) radiation while enjoying the outdoors,” said board-certified dermatologist Sandra I. Read, M.D., co-chair of the National Council on Skin Cancer Prevention.

The National Council on Skin Cancer Prevention urges the public to understand how to protect themselves from the sun, and reduce their incidence of skin cancer.

Know and use your sunscreen wisely:

• When choosing a sunscreen, the National Council on Skin Cancer Prevention recommends a Broad Spectrum sunscreen with a sun protection factor (SPF) of 30 or higher for protection from ultraviolet A (UVA) and ultraviolet B (UVB) rays, which contribute to premature aging, sunburn and skin cancer.

• Sunscreen should be applied 15-30 minutes before going outdoors, and reapplied every two hours.

• Water resistant sunscreens carry labels that indicate the length of their effectiveness. Read your label.

• Sunscreen should always be applied liberally, and reapplied after swimming or excessive sweating.
Generous sunscreen usage is an important way to protect your skin from the sun. However there are additional sun safety measures to help prevent skin cancer on “Don't Fry Day” and every day:

- Avoid sun burns, intentional tanning, and use of tanning beds;
- Wear sun-protective clothing, a wide-brimmed hat, and UV-blocking sunglasses;
- Seek the shade, especially between 10 AM and 4 PM;
- Use extra caution near water, snow, and sand;
- Get vitamin D safely through food and supplements.

For more information on how to protect your self from skin cancer, visit the National Council’s site at www.SkinCancerPrevention.org. The National Council on Skin Cancer Prevention is the united voice of more than 40 organizations, associations, and agencies 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.