The Friday before Memorial Day is
Don't Fry Day™
www.skincancerprevention.org

Lend Your Voice to Sun Safety

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Don't Fry Day **was developed by EPA and other members of the National Council on Skin Cancer Prevention. Supporters include the Centers for Disease Control and Prevention, National Oceanic and Atmospheric Administration, National Weather Service, American Academy of Dermatology, and American Cancer Society.**

Our goal is to create momentum before Memorial Day to raise awareness about skin cancer prevention. We need your help to spread the message: Protect your skin on ***Don't Fry Day*** and *every* day.

As a respected meteorologist, you're in a unique position to educate your viewers on the danger of overexposure to the sun and ultraviolet (UV) radiation. Skin cancer is the most common form of cancer in the U.S., but YOU can help prevent it.

Leading up to Memorial Day weekend, millions of people are thinking about the beach—sand, surf, sun. Or just thinking about getting outdoors. They're looking for the forecast. They're looking to you.

How can you promote sun safety and Don't Fry Day with your viewers?

- Promote the UV Index: Give your viewers a regular report on the UV intensity in their community.
- Promote ***Slip! Slop! Slap!® and Wrap!***: Tell your viewers to slip on a shirt, slop on sunscreen, slap on a hat, and wrap on sunglasses to keep their skin healthy and young.
- Promote ***Don't Fry Day*** from March until June: Help your viewers start thinking about sun safety for Memorial Day and the upcoming summer.

EPA's SunWise Program can help. We have free resources, artwork, and information you can use during broadcasts or on your station Web site.

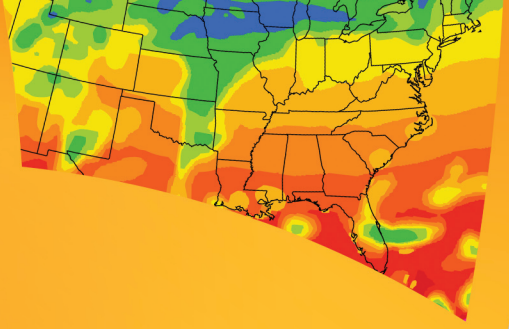
What do your viewers need to know about skin cancer?

- More than one million Americans develop skin cancer every year.
- About 1 in 5 Americans will develop skin cancer.
- More people are diagnosed with skin cancer each year than breast, colon, prostate, and lung cancer combined.
- One American dies every hour from skin cancer.
- The incidence of melanoma—the deadliest form of skin cancer—is rising faster than any of the seven most common cancers.
- Skin cancer is affecting a younger and younger demographic. Melanoma is now the most common cancer for adults age 25–29.
- It's easy to prevent.

We need celebrities like you to help promote the sun safety message.

You are a celebrity where you live—and a trusted resource, the station scientist. Join us for ***Don't Fry Day*** and you'll provide an important public service, add variety and value to your broadcast and Web site, and earn even more respect—and dedicated viewers.

To get involved, please contact: **Kristinn Vazquez** at **(202) 343-9062** or ***vazquez.kristinn@epa.gov***



Free Resources Available to Help You Promote Don't Fry Day

In 2010, we need help from celebrities like you—trusted local science and weather sources—to get the word out about *Don't Fry Day* and sun safety.

For this *Don't Fry Day*—Friday, May 28—EPA's SunWise Program, in partnership with the National Council on Skin Cancer Prevention, created free resources that you can share with your viewers:

Sun Safety Video – Use this brief (43-second) presentation in your broadcast, or put it on your station's Web site. Developed by the Earth Gauge program, the video makes the following points:

- 1 in 5 people will get skin cancer, but the disease is preventable.
- ***"Slip! Slop! Slap!® and Wrap!"***—cover up to protect against UV radiation.
- Check the UV Index every day.

Facebook – Tell your viewers to join these groups to help protect themselves from the sun:

- ***Don't Fry Day*** – This group uses blogs, photos, videos, and a discussion board to promote sun safety.
- **EPA Daily UV Index** – This application encourages users to check their local UV Index for the day.

Twitter – The National Council on Skin Cancer Prevention is tweeting about ***Don't Fry Day*** and sun safety. Tell your viewers to follow and share their thoughts on ***DontFryDay***.

Smart-phone apps – EPA is developing smart-phone applications that provide the daily UV Index matched to users' ZIP codes.

SunWise Meteorologist Tool Kit – You can use these fun, educational activities and UV-sensitive Frisbee®, designed by EPA's SunWise Program, during school group presentations, or modify them for on-air presentations.

UV Index Widget – Add this fun graphic to your station's Web site to help viewers find their local UV Index.

XML Code – Give this SunWise product to your Web developer to display UV Index and Alert forecasts on your Web site.

For more free resources, visit:

- National Council on Skin Cancer Prevention: **www.skincancerprevention.org**
- EPA's SunWise Program: **www.epa.gov/sunwise**

Have ideas for other resources that would help you promote ***Don't Fry Day***? Let us know! Please contact: **Kristinn Vazquez** at **(202) 343-9062** or ***vazquez.kristinn@epa.gov***.

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