

**FOR IMMEDIATE RELEASE**

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## **Friday May 28<sup>th</sup> is known as “Don’t Fry Day” To Encourage Sun Safety Awareness**

**Buffalo, NY (May 26, 2021)** – Friday, May 28<sup>th</sup> is [DON’T FRY DAY](#), the fourth annual national sun safety day supported by the National Council on Skin Cancer Prevention. This day is highlighted to promote education and awareness as many families spend time outdoors Memorial Day weekend and begin the season of summer outdoor activities.

In conjunction with Don’t Fry Day, the Cancer Prevention in Action (CPIA) program of Erie and Niagara Counties want to remind everyone that is spending time outside to protect your skin against cancer. Follow these simple steps to lower the risk of melanoma (the deadliest type of skin cancer) and other types of skin cancer:

- Use a "broad-spectrum" sunscreen with a 15 SPF rating or higher. Apply 15-30 minutes before going outdoors and again after swimming or sweating.
- Wear a wide brimmed hat, long-sleeved shirt, and long pants whenever possible.
- Wear sunglasses that block both UVA and UVB rays.
- Avoid direct sun between 10 a.m. and 4 p.m.
- Follow these tips on cloudy days too. Clouds do not block most UV rays.

Practicing these sun safety tips can prevent about 90% of melanomas. Jennifer Sullivan knows melanoma all too well, being diagnosed for the first time at 28 years old. Check out her full story and her advice to parents and teens on the importance of sun safety [here](#).

The CPIA of Erie and Niagara Counties is here to help. If you would like to see more of the work being done through the CPIA program visit [www.takeactionagainstcancer.com](http://www.takeactionagainstcancer.com). If you are a school, daycare, business, or other community group that are interested in learning more about preventing skin cancer, please contact us at [info@phcwny.org](mailto:info@phcwny.org).

**About Population Health Collaborative**

The Population Health Collaborative (PHC) is a regional health collaborative that serves the eight-county area of Western New York. Our mission is to “improve population health in Western New York by connecting diverse groups and aligning resources and expertise” [www.pophealthwny.org](http://www.pophealthwny.org).