

Sun Protection: A #newfamilyrule launches on Melanoma Monday

New PSA reminds parents that protecting kids from the sun's harmful rays starts with them

FOR IMMEDIATE RELEASE

TORONTO, May 4, 2015 - Today is *Melanoma Monday*, an important reminder that skin cancer is the most common cancer in Canada and the US, despite being among one of the most preventable cancers. The incidence of melanoma, the deadliest form of skin cancer, is increasing, and sun damage during childhood is of particular risk.

Launching today, #newfamilyrule (a video campaign and Public Service Announcement) is encouraging parents to take sun protection seriously.

Click [HERE](#) to watch the video



The [David Cornfield Melanoma Fund](#) (DCMF)—producers of the viral video *Dear 16-Year-Old Me*—and the [Douglas Wright Foundation](#) (DWF) have teamed up to raise awareness of the importance of sun protection to reduce the risk of melanoma.

Parents are reminded that sun protection should be a top priority alongside brushing teeth before bed, wearing a seatbelt in the car, and wearing warm clothing in the winter. The video shows that while children understand all the other family rules, on hot sunny days they “just go outside!”

Because the risk of melanoma doubles with just one bad sunburn before the age of 18, DCMF and DWF are encouraging families to:

- Watch the [#newfamilyrule](#) PSA together;
- Visit www.newfamilyrule.com for information on sun protection;
- Commit to making sun protection a #newfamilyrule; and

- Join the #newfamilyrule conversation online by tweeting or posting to Instagram a picture of their #newfamilyrule in action

As spring takes us outdoors and into the sun—it's time for us all to be aware and make sun protection a #newfamilyrule. For more information, visit www.newfamilyrule.com
<http://www.newfamilyrule.com>

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About the video: The #newfamilyrule video was produced by [studio m](#), the award-winning creative force behind the videos 'WestJet Christmas Miracle' and 'WestJet Spirit of Giving.'

About the David Cornfield Melanoma Fund: DCMF is known for 'Dear 16-Year-Old Me,' the award-winning awareness (and viral) video created in 2011, generating more than 8 million views. DCMF was established in 2007 in memory of David Cornfield, a 32-year-old father who passed away from melanoma. DCMF is devoted to saving lives from melanoma through prevention and research. Visit www.dcmf.ca for more information.

The Douglas Wright Foundation (DWF) is a charitable organization devoted to fighting melanoma cancer in Canada by increasing awareness, educating the public about early detection and preventative measures, and fostering partnerships between like minded organizations. DWF was formed in memory of Douglas Wright who tragically passed away from melanoma in 2011 at the age of 29. Visit www.douglaswrightfoundation.ca for more information.

For more information or to arrange an interview, please contact:
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