



## **Celebrities Tweet their Support of Melanoma Awareness Month and #newfamilyrule Video urges parents to adopt sun protection as prevention**

TORONTO, May 6, 2015 - **Celebrities, bloggers and influencers** across North America have taken to social media to spread the important message that melanoma prevention begins with parents—encouraging everyone to create a #newfamilyrule around sun protection. Maria Sharapova, Hilary Duff, and parenting author Alyson Schafer are among the many who reached out to their networks on Monday to share this poignant video message:

Click [HERE](#) to watch

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 create #newfamilyrule, a video and social media campaign to raise awareness of the importance of sun protection in reducing the risk of melanoma.

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](http://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.

May is **Melanoma Awareness Month**, and an important reminder that skin cancer is the most common cancer in Canada and the US, despite being among one of the most preventable. The incidence of melanoma, the deadliest form of skin cancer, is increasing, and sun damage during childhood is a particular risk.

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!”

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](http://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](http://www.douglaswrightfoundation.ca) for more information.

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

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