

PUBLIC AWARENESS CAMPAIGN PROMPTS 50 CANADIAN MUNICIPALITIES TO PROCLAIM MAY 2021 'MELANOMA AWARENESS MONTH'

Save Your Skin Foundation tackles rising skin cancer rates with Canada-wide awareness campaign during Melanoma and Skin Cancer Awareness Month

May 13, 2021 – Vancouver, B.C. – May is Melanoma and Skin Cancer Awareness Month and [Save Your Skin Foundation \(SYSF\)](#) has invited municipalities across the country to proclaim May 'Melanoma and Skin Cancer Awareness Month' to bring greater awareness to the dangerous disease.

In 2020, over 80,000 Canadians were diagnosed with skin cancer and over 1,300 lost their lives to melanoma.¹ Despite these figures, Canadians are spending time in the sun without taking recommended precautions. As the COVID-19 pandemic continues to force many Canadians to stay home, many are spending more time than usual outdoors, making sun safety education more important than ever.

Municipal Proclamations

After a successful inaugural Proclamation Initiative in B.C. in 2020, this year, SYSF asked municipalities across the country to take a stance against skin cancer and educate their communities on sun safety through mayoral proclamations. We are pleased to announce that 50 Canadian municipalities across 10 provinces have accepted our invitation to proclaim the month of May 2021 'Melanoma and Skin Cancer Awareness Month'. See the full list [here](#).

Mayor of New Westminster, Jonathan Coté, was first to commit to proclaiming May 2021 as Melanoma Awareness Month, and decided to challenge other BC municipalities to follow his example.

"People are spending more time outside now than ever and it's crucial that more be done to educate people on the importance of sun safety," said Coté. "This is why, as Mayor of New Westminster, I'm happy to support this important initiative and challenge all municipalities to do the same."

Skin Cancer in Canada is still on the rise despite being 90% preventable

Skin cancer rates in Canada continue to rise every year, including melanoma, and non-melanoma skin cancers. It is the most common type of cancer, but also one of the most preventable. Up to 90% of skin cancers are caused by exposure to UV radiation.² Information on the best sun safety practices can be found [here](#).

About Save Your Skin Foundation

Save Your Skin Foundation (SYSF) is a patient-led not-for-profit organization dedicated to the fight against non-melanoma skin cancers, melanoma, and ocular melanoma through education, advocacy, and awareness initiatives across Canada. SYSF provides a community of oncology patient and caregiver support throughout the entire continuum of care, from prevention and diagnosis to survivorship. Please visit [saveyourskin.ca](#) for more information.

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¹ Canadian Cancer Society. *Cancer-specific stats 2020: Snapshot of incidence, mortality and survival estimates by cancer type*. Available at: https://www.cancer.ca/~/media/cancer.ca/CW/cancer%20information/cancer%20101/Canadian%20cancer%20statistics%20supplementary%20information/2020/2020_cancer-specific-stats.pdf?la=en

² Koh HK, Geller AC, Miller DR, et al. Prevention and early detection strategies for melanoma and skin cancer: Current status. *Arch Dermatol* 1996; 132(4):436-442