

**SAVE YOUR SKIN FOUNDATION LAUNCHES INAUGURAL “MOVE FOR MELANOMA”
CHALLENGE TODAY, BENEFITING SKIN CANCER PATIENTS ACROSS CANADA**

The unique physical activity challenge takes place across Canada starting today until September 16

Vancouver, British Columbia (September 13, 2019) –Save Your Skin Foundation officially launches the inaugural 2019 “Move for Melanoma” Challenge today, benefiting skin cancer patients across Canada. The unique campaign challenges all Canadians to reach their own personal movement challenge (e.g., walking, running, cycling, dancing, etc.) while raising funds and awareness in support of those with non-melanoma skin cancer, melanoma, and ocular melanoma.

The campaign aims to raise \$50,000 before Monday, September 16 and patients, family members, friends and supporters from across Canada are helping the Foundation to reach that goal. Funds raised from “Move for Melanoma” will go directly to helping the Foundation to foster initiatives to provide emotional and financial support to patients, and will help the Foundation to advocate for patients to have timely, equal access to life-saving treatments and therapies.

Save Your Skin Foundation notes the unique accessibility of the Challenge as an important part of campaign. “Skin cancer can happen to anyone. It’s caused by exposure to ultraviolet (UV) rays from sunlight or tanning beds. We therefore wanted a campaign that was accessible to anyone”, explains Kathleen Barnard, President and Founder, Save Your Skin Foundation and stage four melanoma survivor. “People have come up with very creative ideas that work within their Challenge comfort zones. One team is doing CrossFit, another is doing an axe-throwing contest and I’ll be cycling 55 kilometres in Montreal on Monday!”

The Foundation hopes the campaign’s national exposure will act as a reminder to all Canadians to be sun safe. Skin cancer is highly preventable, yet Canadian incidence rates of melanoma and other skin cancers have increased in both males and females over the last decade¹.

“I started going to the tanning salon when I was 16 and continued into my early twenties. I worked out at a gym next door to the tanning salon. I’m fair skinned and I thought my muscle definition would be better if I started tanning”, explains Violetta Ambrozuk, Registered Nurse and Member of Save Your Skin Foundation’s Board of Directors. Ambrozuk continues, “I never thought I’d get cancer. I was only 25 years old. Then I learned a mole on my back was melanoma, the deadliest form of skin cancer. I was diagnosed with stage three nodular melanoma, which later progressed to stage four. Creating more awareness is critical. I made a serious mistake that I may not have made had I understood the risks. ‘Move for Melanoma’ gives momentum to a nationwide understanding of non-melanoma skin cancer, melanoma, and ocular melanoma in a whole new way that will hopefully get people paying more attention!”

¹ A Distillation of Melanoma Statistics From the Canadian Cancer Society Documents Canadian Cancer Statistics 2017: Special Topic: Pancreatic Cancers (2017) with comparisons to Canadian Cancer Statistics 2016: Special Topic: HPVAssociated Cancers

**How to
Participate:**

1. Register through the Move for Melanoma Website and then: a) Choose your city, b) Choose your activity (be creative!). That's it! Away you go!
2. Donate through the Move for Melanoma Website: Can't participate in an independent or team activity but still want to support the event? Great! Click 'donate' to search for a friend or team you wish to support.

More

Information: <https://saveyourskin.akaraisin.com/ui/moveformelanoma2019>

- 30 -

**Interview
Availability:**

Three melanoma patients based, respectively, in Ontario, Alberta and British Columbia, are available for interviews.

Kathleen Barnard, President and Founder of Save Your Skin Foundation, and also a stage four-melanoma survivor, is also available for interview.

For additional information, please visit Move for Melanoma 2019 or contact:

Karran Finlay

Direct: 780-717-9996

karran@karranfinlaymarketing.com

***Please also contact Karran Finlay for additional photos and interview requests**