

PRESS RELEASE GOTCHA COVERED

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Cancer Council has *Gotcha Covered* with sun protection!

Cancer Council has launched its brand new *Gotcha Covered* 2016 collection of sun protection products, just in time for the Australian summer.

For decades, Cancer Council has provided Australians with high quality and trusted sun protection products. The latest collection is no exception, combining the highest possible levels of sun protection ideal for our outdoor, Australian lifestyle and high UV levels, with style and fashion.

The 2016 range of contemporary sun protection products includes bright swimwear, statement-making sunglasses, innovative, great feeling sunscreen and cosmetics to suit any activity, as well as comfortable hats, apparel and portable shade.

Practical products with a conscience, all sales from the products support Cancer Council's work in cancer research, prevention, education, and patient support services.

Vivienne Mellish, Head of Licensing, Cancer Council Australia, said she is thrilled to announce the exciting new products in this year's range.

"Our iconic Cancer Council sunscreen range has been updated and extended to include some innovative new products, including new Finding Dory Watersport SPF50+ sunscreen. Highly water-resistant, it's great for all forms of water-based fun at the beach, pool or in the backyard. The 180ml pack comes with limited-edition snow globe topper featuring Disney's Dory and Nemo. We have also brought back some of our popular tried and tested full length protective swimwear for babies and toddlers, as well as some sun protection active wear lines for adults," said Ms Mellish.

Cancer Council is also known for its extensive range of hats and sunglasses, with a focus on modern details and technical materials, and Ms Mellish says customers can rely on Cancer Council to cater for the whole family.

"We have some great fashionable sunglasses that can be worn all year round. As always, we have an extensive range of hats in a wide range of colours and styles."

Cancer Council CEO, Professor Sanchia Aranda, said skin cancer accounts for the largest number of cancers diagnosed in Australia each year and it is estimated that over 13,000 new cases of melanoma will be diagnosed in 2016, along with as many as a million non-melanoma skin cancers.

"Because of these statistics and our ongoing work, Cancer Council understands the importance of effective sun protection. As well as providing high quality sun protection products, this year our *Gotcha Covered* advertising campaign will highlight UV levels and remind Australians when sun protection is required," said Professor Aranda.

Cancer Council's sun protection products are available to purchase both in store and online. Visit cancerCouncilshop.org.au

ENDS

Note to Editors:

For high res product imagery:

<https://www.dropbox.com/sh/flgpwtjp0xfomy4/AACfbwC-9FaqCkWb5BF9nFb2a?dl=0>

Products are available for loan for photoshoots.

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About Cancer Council Australia:

Cancer Council is the nation's peak non-government cancer control organisation. Cancer Council Australia and its members, the state and territory Cancer Councils, work across the full spectrum of cancer, including patient support, public education, prevention campaigns, clinical guidelines, public policy and research. Cancer Councils are Australia's biggest independent funders of cancer research investing, with our research partners, more than \$70 million in 2015.

Where to purchase:

cancerCouncilshop.org.au

Cancer Council stores nationally

For further information, visit:

cancer.org.au

facebook.com/cancercouncilaustralia

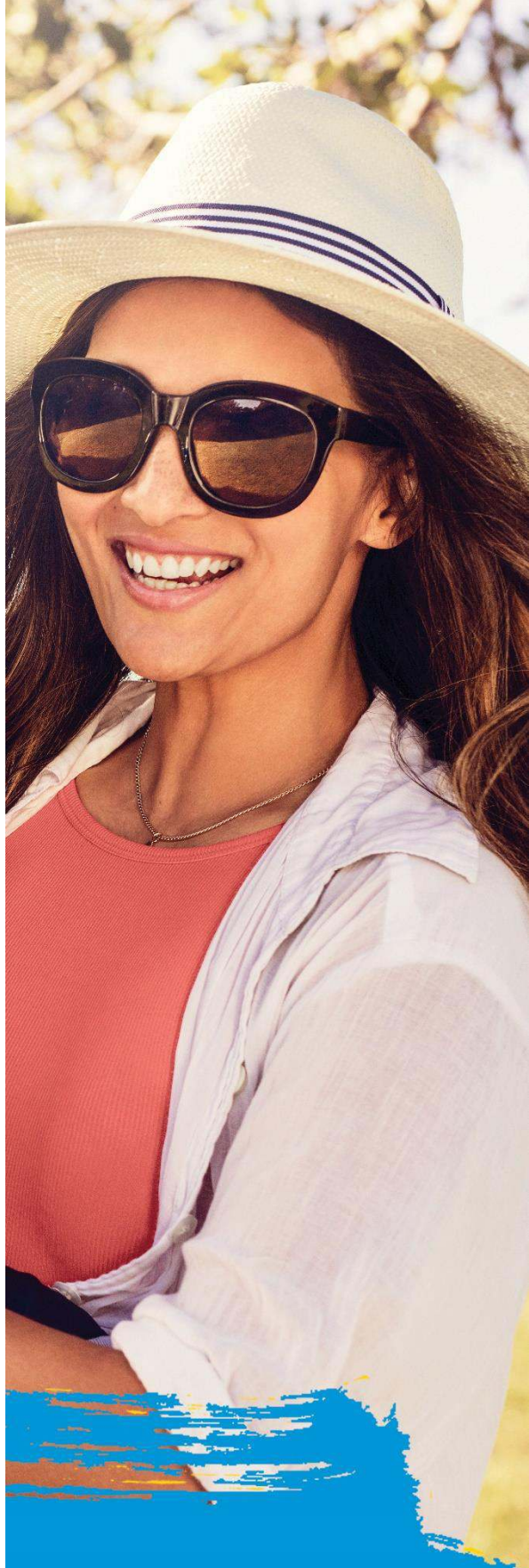
instagram.com/cancercouncil/

#GotchaCovered

Tips for sun protection:

To protect yourself when UV levels are 3 or above, use a combination of sun protection methods:

- Wear sun-protective clothing that covers as much skin as possible.
- Use a broad spectrum, water resistant SPF30+ or higher sunscreen. Apply 20 minutes before you go outdoors and reapply every two hours or after swimming, sweating or towel drying. Use at least one teaspoon per exposed limb (each arm, leg, front torso, face, including neck & ears).
- Wear a broadbrim or legionnaire style hat that protects your face, head, neck and ears.
- Utilise shade.
- Wear sunglasses that meet Australian standards.



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