

Leanne
Cut
short
aged
30 years

Don't
get
cut!

Scott
Cut
short
aged 28 years

Matt
Cut
short
aged
31 years



Melanoma
cuts lives
short.

Don't Get Cut!

The Hunter Melanoma Foundation (HMF) will launch its hard hitting "Don't Get Cut" Summer awareness campaign, aimed at Gen Z high school students, today at Harbourview Function Centre. Special guests Jay Allen, whose melanoma story has been featured on RPA, together with HMF Ambassador and Newcastle Knight Cory Paterson, will be present for the launch.

Research is telling us that sunburn in childhood and teen years is a key risk factor for melanoma. But it is the latest frightening statistic showing melanoma is the most common cancer of BOTH young men and young women in Australia that has created the urgency.

Jenny Noblet, HMF Executive Officer says "The HMF continues to work hard in primary schools creating awareness and educating our 12 and under kids... and they respond well. 'Slip slop slap' and 'no hat - no play' are as accepted health practices as brushing their teeth. But by high school, the sun-safe message is fighting a losing battle against the beauty, fashion and the 'do-as-your-peers-do-or-be-uncool' messages".

As part of the charter for the HMF is to create awareness about the early detection and prevention of melanoma, it is imperative that we try and get through to this hard to reach target group and convince them about the dangers of sun exposure and the use of solariums. This target group of Generation Z, is notoriously hard to reach. They are growing up in a world where technology is ubiquitous, materialism is rampant and "happiness" is the ultimate goal, to be pursued at all costs. It's a world where many schools no longer have an "F" for Fail; all layers of pass-the-parcel have a prize and parents demand all kids in an athletics carnival be given ribbons. The BBC even rewrote the children's classic Humpty Dumpty, so he could be put back together again, lest the littlies be upset. For this generation the immediate benefits of a tan far outweigh some vague threat of some disease they "might" get when they're older. They lie on the beach without sunscreen and with their heads firmly entrenched in the sand.

The new multimedia campaign "Don't Get Cut" warns teenagers that not only are they risking the cut of the surgeon's scalpel but they also run the risk of cutting their young lives short by ignoring sun safety. A hard hitting audio visual features six young people from this region who have fallen victim to melanoma as a result of their early years of either sun exposure or solarium use. Tragically three of these young, vibrant lives were cut short at 28, 30 and 31 years of age.

"Unfortunately the perception of teenagers is that melanoma is as an older persons disease and that it won't happen to them - but this campaign shows the tragic reality of melanoma which effects real lives of young people in the Hunter," says Jenny Noblet

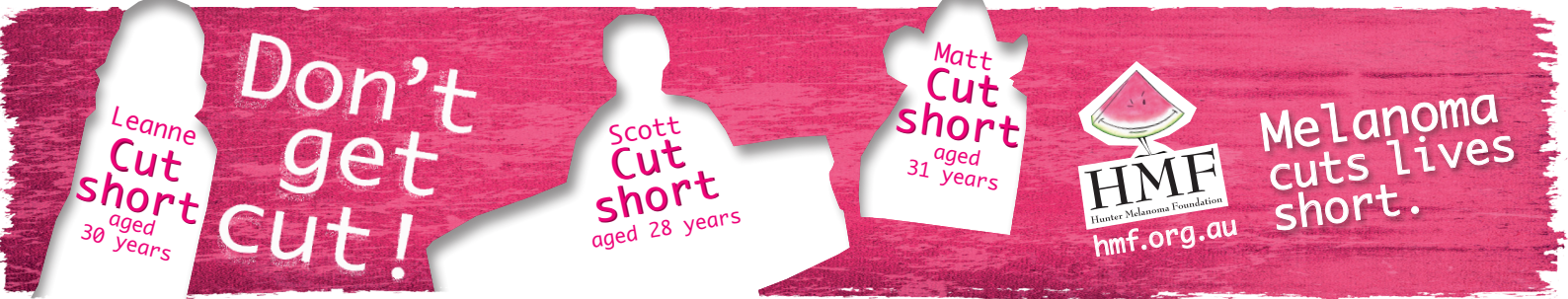
HMF Ambassadors Cory Paterson from the Knights and Junior Pro surfer Jake Sylvester also feature in the advertising campaign along with three young survivors of melanoma Holly Edmunds 24, Erin Lewis 24 and Tracy Garner 35.

Peter Chapman, HMF Chairman says "We are pleased to have Jay Allen - Melanoma Survivor & Founder of Sunbedban.com who was featured on RPA - as our guest today and to introduce our new HMF ambassadors. We need all the help we can get in this ongoing battle against melanoma"

The TV, radio, outdoor, press, cinema, online and in-school audio visual campaign was created by local boutique creative agency Cactus Creative Communications - long time supporters of the HMF - and production company Holey Cow.

For further info contact

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Don't Get Cut!

Melanoma Facts

- The Hunter region has one of the highest incidences of melanoma in the world
- 1 in 3 Australians will develop melanoma in their lifetime
- 50 people died from melanoma in this region last year
- Melanoma is the most common cancer diagnosed in both young men and young women
- Solariums emit UV radiation 5 times stronger than the midday sun
- The most common place for a melanoma to appear on a male is the back, on a female - the leg.
- Consistent findings from the Newcastle Melanoma Unit database indicate that even though overall incidence and mortality is higher in males, more women under the age of 50 years are diagnosed with melanoma each year.