

Proclamation Request

Hello,

Please note the following response to Proclamation Request has been submitted at Tuesday March 16th 2021 2:12 PM with reference number 2021-03-16-003.

- **Organization or Business Name**
Save Your Skin Foundation
- **Organization or Business Website**
<https://saveyourskin.ca/>
- **Date that proclamation event is to begin**
2021-5-1
- **Date that proclamation event ends**
2021-5-31
- **Will you be requesting a community flag raising? If you answer yes, please provide additional details in the section below.**
No
- **Proclamation name, details and event information**
As May marks both Melanoma and Skin Cancer Awareness Month and the beginning of summer, it is imperative that communities across Canada be reminded of the importance of sun safety at this time of the year. In order to keep your citizens aware, informed, and vigilant about the potential risks of over-exposure to UV radiation, we ask that you, as a mayoral body, publicly proclaim May as Melanoma and Skin Cancer Awareness Month in your municipality.

Over-exposure to UV radiation is the leading cause of melanoma and non-melanoma skin cancers. Though skin cancers should be largely preventable, their diagnosis rates are increasing. Skin cancer is the most common of all cancers. 1 in 6 Canadians born in the 1990s will get skin cancer in their lifetimes. There are more new cases of skin cancer each year than the number of breast, prostate, lung and colon cancers COMBINED. While most forms of non-melanoma skin cancer

can be surgically removed, melanoma is an aggressive form of cancer. The five-year relative survival rate of melanoma that has metastasized is 18%.

Despite these figures, many people seek sun without taking the advisable precautionary measures, or believe that only severe burns contribute to one's risk of skin cancer. In fact, any darkening of skin colour, including a tan, is indicative of UV damage.

Mayor of New Westminster, B.C., Jonathan Côté, has committed to proclaim May 2021 as Melanoma and Skin Cancer Awareness Month, and challenges other municipalities to follow his example by promoting sun safety, skin cancer awareness, and early detection information among their populations.

"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. This is why as Mayor of New Westminster, I'm happy to support this important initiative and challenge all municipalities to do the same." - Mayor Jonathan Côté

If you choose to make the proclamation, Save Your Skin Foundation will provide you with an online resource package providing information on these matters and a certificate recognizing your municipality's efforts.

Save Your Skin Foundation is a Canadian non-profit registered charity founded by North Vancouver resident and melanoma survivor Kathleen Barnard. It is dedicated to the fight against non-melanoma skin cancers, melanoma and ocular melanoma through nationwide education, advocacy, and awareness initiatives like this one.

- **Contact Name**

[REDACTED]

- **Email address**

[REDACTED]

- **Phone Number**

[REDACTED]

- **Mailing Address**

[REDACTED]