News Release

May 8, 2013

Hawaii Skin Cancer Coalition to host “Have Fun in the Sun and Love Your Skin”
Event part of Melanoma/Skin Cancer Detection and Prevention Month

HONOLULU, HI – On Wednesday, May 15th, the University of Hawaii Cancer Center in collaboration with the Hawaii Skin Cancer Coalition and Aiea High School will sponsor a sun protection event at the Aiea High School Library from 6 p.m. to 7 p.m., titled “Have Fun in the Sun and Love Your Skin.”

The free event, which is open to the public, will feature skin cancer screenings, educational seminars, light refreshments, demonstrations of the latest in sun protection wear and a meet and greet session with Team Planet Sun’s world champion athletes. The goal of the event is to improve local awareness of the risks from sun exposure and to make skin cancer prevention practices commonplace.

“More than 7,000 people each year in Hawaii learn they have skin cancer, about 250 of these will be diagnosed with melanoma, the most severe type of skin cancer,” said Kevin Dawson, MD, President of the Hawaii Dermatological Society. “Exposure to the sun’s ultraviolet (UV) rays appears to be the most important environmental factor in the development of skin cancer. Most skin cancers appear after age 50, but the sun’s damaging effects begin in childhood and accumulate throughout a person’s lifespan.”

The Hawaii Skin Cancer Coalition is a collaborative effort between concerned local organizations and businesses including the University of Hawaii Cancer Center, Hawaii Pathologists Laboratory, American Cancer Society, the Hawaii Dermatological Society, Kaiser Permanente, Umbrellas Hawaii, the University of Hawaii’s John A. Burns School of Medicine’s Dermatology Interest Group, Dermatology Nurses Association-Hawaii Chapter, the Hawaii Ophthalmological Society, and Planet Sun.

For more information call the Aiea High School at 808-483-7300, ext 288.