Toolkit Overview
#SunSavvy365

Toolkit, messaging, and collateral are EMBARGOED until September 4, 2018
The Toolkit

1. Toolkit Overview
2. Press Release Template
3. Email Template
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5. Social Media Graphics
6. Postcard Template
Are You #SunSavvy365?

It’s easy to think of sunscreen when you are lounging by a pool, but did you know that it’s important to protect yourself and those you love every day of the year? That’s why the Melanoma Action Coalition and the Melanoma Research Alliance have joined forces to create Sun Savvy 365, a campaign that reminds us to protect our skin whether we are making sand castles or snowmen.

Learn More About Melanoma

About Melanoma
Learn more about Melanoma

Prevention & Sun Safety
Learn more about melanoma prevention

Early Detection
Learn more about early detection

Ready to Spread the Word?

With an easy-to-use toolkit and how-to webinar, we’ve made it easy to join the campaign. Join us today!
Email Announcement

It's easy to think of sunscreen when you are lounging by a pool or visiting the beach, but did you know that it's important to protect yourself and those you love every day of the year?

That's why the Melanoma Research Alliance and the Melanoma Action Coalition have joined forces to create Sun Savvy 365, a campaign to stress the importance of protecting ourselves from the sun 365 days a year in the face of rising melanoma rates.

We invite you to join our campaign and help amplify our message through your social media outlets. In order to make it as easy as possible to spread the word we have created posts with corresponding imagery that you can easily share.

Learn more about Sun Savvy 365 [here](#) or download our [free toolkit](#) to help spread the word!

If you have any questions or concerns, please feel free to contact [Cody Barnet](#) or [Tyler Brown](#).
Press Release

Contact Information:
Cody Barnett, Director of Communications, Melanoma Research Alliance
cbarnett@curemelanoma.org

Melanoma Action Coalition and Melanoma Research Alliance Launch SunSavvy365

FOR IMMEDIATE RELEASE

The Melanoma Action Coalition and the Melanoma Research Alliance are partnering this September to launch SunSavvy365, a social media campaign to spread the message that the need for sun safety does not end on Labor Day. The campaign will employ posts that can be easily shared on Facebook, Twitter, and Instagram to remind parents, young adults, and outdoor workers and enthusiasts to protect their own and their children's skin year-round from the damaging effects of UV radiation.

According to the American Academy of Dermatology (AAD), approximately 9,500 Americans are diagnosed with skin cancer each day. The AAD estimates that more than 178,000 new cases of melanoma, the most deadly form of skin cancer, will be diagnosed in the United States this year and that melanoma will kill more than 9,000 Americans. While the incidence of other forms of cancer has decreased in recent years, the incidence of skin cancer has risen. UV radiation, which has been labeled by the World Health Organization as a known carcinogen, is a major risk factor in the incidence of skin cancer and melanoma. It is estimated that just one blistering sunburn in childhood or adolescence more than doubles a person's chances of developing melanoma later in life.
Instagram

Sun Savvy

Corresponding Hashtags:

#SunSavvy365
You were sun savvy all summer. Don’t stop now!

Summer Break is Over
The Need for SunSafety, isn’t it?

Shoes
Socks
Sunscreen

Are You Sun Savvy?

10:25

View Insights

#SunSavvy365! Wear sunscreen, sunglasses, and protective clothing year round!

Tag People

Add Location

Washington, District of Columbia
Casa Luca

Facebook
Melanoma Research Alliance

Twitter

Tumblr

Advanced Settings

Promote

View all 3 comments
AUGUST 6

By sunburnalert, melanomaaction and 30 others
melanoma
Happy Motivation Monday! Have a great week!

Like this photo · 12 love

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AUGUST 6
No matter the season, be #SunSavvy365! Wear sunscreen, sunglasses, & protective clothing year-round!
Postcard

Did You Put Your Sunscreen on Today?

Digital & Print-Ready Files

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