**Recipient Among Those Collaborating with IMPACT Melanoma and   
the National Council on Skin Cancer Prevention to #PracticeSafeSkin on National “Don’t Fry Day”**

*Initiate Installation of Sunscreen Dispensers to Aide in Protecting the Community’s Skin While Bolstering Sun Safety Awareness*

CITY, STATE (Date) – [IMPACT Melanoma](http://mfne.org), a non-profit aimed at providing education, prevention, and support for the most serious form of skin cancer, and an active member of the National Council on Skin Cancer Prevention, are collaborating to saturate the nation in sunscreen this coming annual “Don’t Fry Day,” an annual awareness initiative occurring on Friday, May 22nd, 2020. In response, Recipient has jumped onboard, obtaining their own dispenser(s) for public use, and taken the active pledge of practicing safe skin.

“RECIPIENT QUOTE”

A [recent study](http://mfne.org/mfne-cited-study-conducted-university-colorado/) from The University of Colorado cited the Practice Safe Skin program as an influencing force behind the proactive decrease in melanoma rates. Melanoma is **rising faster than any other cancer** with one person every 50 minutes dying from the disease. Studies show that **with daily sunscreen protection, the risk of melanoma is preventable**.

These specially designed dispensers, which are being purchased and installed across the country, are part of [Practice Safe Skin](http://mfne.org/practice-safe-skin/), a program that offers sunscreen as an effective preventive measure to help avoid sun over-exposure year round. Each sunscreen dispenser is equipped with 4 - 1,000 mL pouches of hypoallergenic broad-spectrum SPF-30 sunscreen (available in four different varieties), safe for people aged 6-months and up. Ingredients are printed on the machines upon installation.

“We’re so pleased to be working with our friends at the National Council on Skin Cancer Prevention and Recipient to raise sun safe awareness and bring safety measures to parks around the country,” said Deb Girard, Executive Director, IMPACT Melanoma. “It’s imperative that we team together whenever we can to create a healthier future for everyone on the planet. That starts with educated and effective skincare practices, and together we can all make a great, positive impact on just that.”

PURCHASER PHOTO AND CAPTION

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**About IMPACT Melanoma**

IMPACT is a national non-profit organization dedicated to working to reduce the incidence of melanoma. Committed to skin cancer prevention and early detection, we provide a variety of award-winning programs which aim to raise awareness and educate the public about skin cancer, as well as support services for those struggling with the disease.

To get involved visit: <http://IMPACTMelanoma.org/practice-safe-skin/>, call 1-800-557-6352 or email [info@IMPACTMelanoma.org](mailto:info@IMPACTMelanoma.org).

**About The National Council**   
The National Council on Skin Cancer Prevention has been a trusted resource for the nation’s skin cancer prevention community since 1998 providing support, encouragement, and connection to more than 45 organizations, agencies, and associations that are making a real difference in the lives of millions of adults, children, and families throughout the country. [www.skincancerprevention.org](http://www.skincancerprevention.org).