

Light it Orange on Melanoma Monday

SPOTS?
DON'T CHANGE 'EM.
CHECK 'EM.

Canadian
Dermatology
Association

Association
canadienne de
dermatologie

As president of the Canadian Dermatology Association and a resident of Nova Scotia, the province with the highest incidence of melanoma in Canada, I would like to invite you to join us in painting the nation orange for skin cancer awareness on Monday, May 5 – Melanoma Monday.

How can you help?

Simply by illuminating your City Hall with orange spotlights on May 5, 2014.

Estimates for 2013 indicated there would be more cases of skin cancer diagnosed in Canada than breast, lung and prostate cancers combined (81,700:75,000). Sadly, the life-time risk for melanoma is now 1 in 74, but luckily the survival rate is high if it is detected and treated early. Numbers like that make a world without skin cancer seem to be an impossible goal. But it is within our reach!

The **Light It Orange** national event will serve not only to raise awareness about skin cancer but also to let Canadians who have, or have had, skin cancer know we're fighting that battle with them.

Last year we had the support of a number of mayors who lit their respective city hall orange or made mayor proclamations to recognize Melanoma Monday in their community, these included:

Illuminations

- Niagara Falls (both CAN and U.S. falls)
- Ottawa, ON
- London, ON
- Whitchurch-Stouffville, ON
- Hamilton, ON
- Toronto, ON

Proclamations

- Newmarket, ON
- Windsor, ON
- St. John's, NL
- Barrie, ON
- Burlington, ON

While some cities did not have the capacity to illuminate their city halls they circulated information to staff to wear orange on Melanoma Monday for skin cancer awareness.

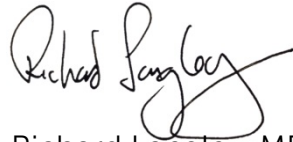
The **Light It Orange** initiative also included a large social media component where people were encouraged to wear orange and share their photos on social media with the hash tags **#melanomamonday** and **#SPOTorange**.

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Help the Canadian Dermatology Association spread the word and encourage your community to be proactive in the prevention and detection of skin cancer. For more information about **Light It Orange**, please contact Jennifer Scott, Director of Communications, at jscott@dermatology.ca or 613.738.1748 x 222.

We hope you will join us to put **a spotlight on skin cancer.**

Sincerely,



Richard Langley, MD, FRCPC
President, Canadian Dermatology Association



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