

Light it Orange on Melanoma Monday

- Participant Information -

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

Canadian
Dermatology
Association



Association
canadienne de
dermatologie

Let's put the spotlight on skin cancer.

Thank you for participating in the **Light It Orange** on Melanoma Monday, your support is greatly appreciated and we hope to be able to do this for many years to come.

TIME

In order to paint the nation orange we are asking cities to illuminate their respective city halls, legislature and tourist attractions orange not long after sunset on May 5.

The table below gives an estimate of the sunset times across the country as determined by *timeanddate.com* and the proposed times to light up orange in their respective time zones.

REGION	SUNSET	LIGHT IT ORANGE
British Columbia	8:35 pm	8:45 pm
Alberta - Calgary	9:05 pm	9:30 pm
Alberta – Edmonton, Banff	9:11 pm	9:30 pm
Saskatchewan – Regina	8:25 pm	8:50 pm
Manitoba	8:53 pm	9:15 pm
Southern Ontario	8:25 pm	8:45 pm
Northern Ontario	8:40 pm	9:00 pm
Eastern Ontario	8:14 pm	8:30 pm
Quebec	8:00 pm	8:25 pm
Nova Scotia	8:24 pm	8:45 pm
Newfoundland	8:18 pm	8:45 pm
Prince Edward Island	8:28 pm	8:45 pm
New Brunswick	8:35 pm	8:45 pm
Northwest Territories	10:03 pm	10:30 pm
Yukon	10:13 pm	10:30 pm

1385 rue Bank Street, Suite | bureau 425, Ottawa, ON, Canada K1H8N4
info@dermatology.ca | t. 613.738.1748 | 800.267.3376 | f. 613.738.4695 | 866.267.2178
dermatology.ca | dermatologue.ca

PREVENT • DETECT • LIVE

ON-SITE SUPPORT

If there is interest in having a “plugging in” ceremony, the Canadian Dermatology Association would make arrangements to have a dermatologist from the community present to participate and speak to the importance of prevention and detection of skin cancer.

In instances where there are no dermatologists in the community, the Canadian Dermatology Association would reach out to its network of public health offices to ensure a member of the sun safety program could attend.

MEDIA

The Canadian Dermatology Association will be issuing a national press release about the **Light It Orange** event and will work with participants’ offices to prepare local joint releases, if desired.

The Canadian Dermatology Association will also be pushing out messages via its social media channels to promote the event and will work with local public health offices on messaging or arranging a local media presence at a “plugging in” ceremony.

GRAPHICS

The Canadian Dermatology Association will provide, if desired, hi-resolution files of the **Light It Orange** for Melanoma Monday banner, the Spots logo, and the CDA logo.

POST EVENT

During the week following the **Light It Orange** event the Canadian Dermatology Association asks that participants send any photos they may have from the event or of a formal “plugging in” ceremony to Jennifer Scott, Director of Communications, at jscott@dermatology.ca. These images will be pushed out through the CDA’s social media channels.

PARTICIPANTS

It would also be appreciated if participants could wear orange on Melanoma Monday and, in essence, cover the venue with orange spots (people). Photos of friends or co-workers in orange could be shared via twitter or facebook with the hashtag **#SPOTorange** or **#MelanomaMonday** and to further extend participation in the national event.

The Canadian Dermatology Association will also share a list of all the cities/venues participating in **Light It Orange** amongst the participants.

SPECIAL ASSISTANCE

If there is anything that has not been addressed in the above that may be specific to your community please contact Jennifer Scott, Director of Communications, at jscott@dermatology.ca or 613.738.1748 x 222 to discuss.

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