
Press Release

NEWS

Burlington County
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FOR IMMEDIATE RELEASE

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**FREE SKIN CANCER SCREENING OFFERED THIS SATURDAY, JUNE 16TH,
AT THE BURLINGTON COUNTY FARMERS' MARKET**

“Choose Your Cover 2012” Focuses on Sun Safe Precautions

A free County program offering skin cancer screenings, education and information about skin cancer prevention, not to mention some skin cancer prevention “give-a-ways,” will become center stage this Saturday, June 16th, at the Burlington County Farmers’ Market in Moorestown.

Entitled “Choose Your Cover 2012,” the event is a collaboration between the Burlington County Health Department and the Burlington County Cancer Coalition. Pre-registration for the event, which runs from 9 AM to Noon, is not required. The market is located at the Burlington County Agricultural Center at 500 Centerton Road.

“Whether you’re basking on one of New Jersey’s beautiful beaches this summer, having fun at the pool, out on the golf course, working in the garden, or simply going for a walk or running errands, taking a few sun smart precautions could save your life,” said Freeholder Mary Ann O’Brien.

Skin cancer is currently the most common form of cancer in the United States with more than 3.5 million cases diagnosed each year.

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Added O'Brien,"While the incidence of many common cancers is falling, the incidence of melanoma, the most serious form of skin cancer, continues to rise."

Family history and heredity, such as fair skin and light colored eyes, play a role in determining one's risk for developing skin cancer. One of the major risk factors for melanoma, and other forms of skin cancer, is overexposure to the sun's ultraviolet rays.

"Overexposure to sunlight is one of the most preventable risk factors for all types of skin cancer," said Holly Cucuzzella, Health Educator for the County Health Department.

"This is why it is so important to take sun smart precautions and reduce your risk accordingly by wearing protective clothing like a wide-brimmed hat, avoiding the sun during the middle of the day, when rays are strongest, using sunscreen and avoiding indoor tanning. These measures can go a long way toward reducing your risk for skin cancer."

For more information contact Holly Cucuzzella at 609-265-5297 or Hfunkhouser@co.burlington.nj.us. You can also visit www.chooseyourcover.org for more information and screening locations.

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