
Press Release

NEWS

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FOR IMMEDIATE RELEASE

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FREE SKIN CANCER SCREENING OFFERED TO COUNTY RESIDENTS

**County to Participate In “Choose Your Cover 2010” Initiative
This Saturday, July 17th, in Mount Laurel**

Burlington County will be participating in a statewide initiative to provide residents with free skin cancer screenings and learn more about what they can do to prevent skin cancer, County Health Department officials said today.

Entitled “Choose Your Cover 2010,” the program will take place locally this Saturday, July 17, 2010, at Ramblewood Country Club in Mount Laurel from 10 AM to 2 PM.

“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 Robert Gogats, Health Officer for the Burlington County Health Department.

Three physicians will provide the free screenings. Participants will also receive education and information and skin cancer prevention and some skin cancer prevention give-a-ways.

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The event is a collaboration between the Burlington County Health Department, Burlington County Cancer Coalition and the YMCA of Burlington County. Pre-registration for the event is not required.

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

“While the incidence of many common cancers is falling, the incidence of melanoma, the most serious form of skin cancer, continues to rise,” said Gogats.

While your family history and heredity, such as fair skin and light colored eyes, play a role in determining your 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 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 Dana Tozzi, at 609-265-5146 or Dtozzi@co.burlington.nj.us. You can also visit www.chooseyourcover.org for more information and screening locations.

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