



## **COTTESLOE CARES – BEACH SIGN TO WARN OF SUN'S INTENSITY**

One of the country's premier beaches, Cottesloe, near Perth, is to advise bathers of the intensity of the sun on a daily basis, via a special UV (ultra violet) indicator on the beach.

The move is a collaboration between Australia's leading medical skin care authority, the Australasian College of Dermatologists (ACD), and Cottesloe Town Council, and is the first such beachside warning sign in the world.

The Honorary Secretary of the ACD, Stephen Shumack, has praised the Cottesloe City Council for its enlightened approach to the real dangers of sustained exposure to strong sunlight and for its genuine concern for the well-being of beach users.

"Malignant melanoma is now the fourth most common cancer in Australia and sustained exposure to strong sunlight is one of its principal causes," said Stephen.

"The action of the Cottesloe authorities in approving this indicator will hopefully be a precursor to a more enlightened approach by other beachside councils throughout Australia, many of whom had refused to post such signs.

"Some responses from beachside councils have certainly redefined the term 'head in the sand' in relation to the dangers of skin cancer."

The Deputy Mayor of Cottesloe, Mr Tony Sheppard said his Council had immediately embraced the concept of a UV indicator – "not to scare people but to educate people".

"Australians love their beaches as indicated by our bronzed Aussie image, but if they have a stronger awareness of the dangers of long-term exposure to the sun, then there's every chance they'll be around a bit longer," said Mr Sheppard.

Some 8,500 new cases of malignant melanoma are diagnosed in Australia each year – well over 20 a day – killing almost 1,000 people. This gives Australia the dubious distinction of having the highest incidence of melanoma in the world.

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High resolution photographs of the sign are available for download for media usage from the media release page.

### **MEDIA INQUIRIES**

Stephen Shumack  
Australasian College of Dermatologists  
(0418) 212 576

Wayne Tregaskis  
S2i Communications  
(0410) 484 622