

Media Advisory...



The Australasian College of Dermatologists

EMBARGOED until 11am Thursday 20 January 2005

WA LEADS THE WAY WITH BEACHSIDE U.V. WARNINGS

Cottesloe Beach to become the first in Australia to erect an Ultra Violet (UV) warning sign

Australians have the highest incidence of skin cancer in the world and one in two will develop a skin cancer at some time in their life. Malignant melanoma is now the fourth most common cancer in Australia and sustained exposure to strong sunlight is one of its principal causes.

Similar in style to "Fire Danger" warning signs, the UV indicator will provide bathers with daily information on the intensity of the sun.

The signage is an initiative of the Australasian College of Dermatologists (ACD), in conjunction with Cottesloe Town Council. ACD spokesman Dr Chris Quirk says Cottesloe is the first Australian "icon" beach to erect the sign.

The sign will be unveiled in a ceremony attended by Minister for Health, Jim McGinty and the Deputy Mayor of Cottesloe, Tony Sheppard at the South end of Cottesloe Beach (southern side of the Indiana Tea Rooms) this Thursday morning, January 20th at 11am.

Media are invited to join in the unveiling of this unique sign.

High resolution photographs of the sign will be available Thursday for download for media usage at: www.dermcoll.asn.au.

MEDIA INQUIRIES:

Stephen Shumack
Australasian College of Dermatologists
(0418) 212 567

Wayne Tregaskis
S2i Communications
(0410) 484 622

Murray Dickson
Airwaves Promotions (Perth)
(0407) 910 077