**SAMPLE SUNSCREEN SITE PRESS RELEASE TEMPLATE**

For Immediate Release: **[Insert Release Date]**

**Media Contact**:

**[Insert Your Contact Information]**

**[Insert Your Site Name] is Proud to be Selected as a Free Sunscreen Dispenser Site to Help Combat Skin Cancer in Our Community**

**[Insert Your Location]** – If you are among those who didn’t bring sunscreen when enjoying the outdoors at a Vermont park or recreation site, we’ve got you covered! The Vermont Community Sunscreen Dispenser Program is expanding a program that stationed free sunscreen dispensers at 12 parks around the state last year. Now, even more people will have access to free sunscreen with the addition of 16 new dispenser sites, and we are delighted to be selected as one of them!

The dispensers were made available thanks to the collaborative efforts of Vermonters Taking Action against Cancer (VTAAC), Dartmouth Cancer Center, University of Vermont (UVM) Cancer Center, and IMPACT Melanoma. The purpose of these free sunscreen stations is two-fold: to provide easy access to SPF 30 sunscreen as well as remind **[Insert Your Location]** residents and visitors that sun protection is critical to their optimal health. Sun safety is in their hands -- quite literally.

“Prevention is the key to avoiding this deadly form of cancer,” said Sharon Mallory, director of the Department of Health’s Comprehensive Cancer Control Program. “Even on cloudy or cool days ultraviolet rays can be harmful, so it’s important to protect your skin with a sunblock that’s labeled SPF 30 or higher,” said Mallory. “These dispensers make sunscreen free and easy to access for everyone, which means you don’t have to worry that you left yours at home.”

Vermont has the second highest incidence rate of melanoma in the U.S. Melanoma is the most dangerous form of skin cancer. Exposure to ultraviolet light from the sun or tanning beds is a major risk factor for developing melanoma.

“We are so fortunate to have partners like the State of Vermont and our friends at VTAAC, the UVM Cancer Center and the Dartmouth Cancer Center in making cancer prevention accessible to everyone,” said Deb Girard, executive director of IMPACT Melanoma.

For more information on sun safety and the full list of sunscreen dispenser sites, visit<https://vtaac.org/free-sunscreen-dispenser-initiative/>.

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***Vermonters Taking Action Against Cancer (VTAAC):*** *VTAAC is Vermont’s statewide cancer coalition. VTAAC is responsible for putting the Vermont Cancer Plan into action by preventing overlap and directing resources to where they matter most in our state. Activities are focused on reaching our ultimate goal: reducing the burden of cancer for all Vermonters. VTAAC is a growing network of groups and individuals that speaks with one voice about reducing cancer risk, detecting cancers earlier, creating better access to quality cancer treatment, and improving the quality of life for cancer survivors. To find out more, visit:* [*https://vtaac.org*](https://vtaac.org/)*.*

***Dartmouth Cancer Center:*** [*Dartmouth Cancer Center*](https://cancer.dartmouth.edu/) *combines advanced cancer research at* [*Dartmouth*](https://home.dartmouth.edu/) *and the* [*Geisel School of Medicine,*](https://geiselmed.dartmouth.edu/) *with award-winning, personalized, and compassionate patient-centered cancer care and clinical trials based at the Norris Cotton Cancer Care Pavilion at Dartmouth Health’s* [*Dartmouth Hitchcock Medical Center.*](https://www.dartmouth-hitchcock.org/) *With 14 locations around New Hampshire and Vermont, Dartmouth Cancer Center is one of only 56 National Cancer Institute-designated Comprehensive Cancer Centers. Each year the Dartmouth Cancer Center schedules 74,000 appointments seeing more than 4,500 newly diagnosed patients, and currently offers patients more than 240 active clinical trials. Celebrating its 50th anniversary in 2022, Dartmouth Cancer Center remains committed to excellence, outreach and education. We strive to prevent and cure cancer, enhance survivorship and promote cancer health equity through pioneering interdisciplinary research and collaborations. Learn more at* [*http://cancer.dartmouth.edu*](http://cancer.dartmouth.edu/)*.*

***University of Vermont Cancer Center****: Founded in 1974, the University of Vermont Cancer Center is Vermont’s only not-for-profit comprehensive clinical and research cancer center. The cancer center is located within the University of Vermont Larner College of Medicine and enjoys a clinical partnership with the University of Vermont Health Network. Drawing on the expertise of more than 180 research and clinical members, the center works to reduce the burden of cancer in Vermont, northeastern New York and across northern New England, through research, outstanding clinical care, community outreach, and education. For more information please go to:*[*www.vermontcancer.org*](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.vermontcancer.org%2F&data=05%7C02%7Channa.snyder%40med.uvm.edu%7C47974f26efb64e6717e508dc7c15b3bf%7Ced03ff7aba9f420480a6b226316c919d%7C0%7C0%7C638521679848089556%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=YfRK6Wq5hpxXc0y5bTbY3QXENTLJFr9CfVf8gHaJ0xE%3D&reserved=0)*.*

***IMPACT Melanoma****: IMPACT Melanoma, a national non-profit 501(c)(3) organization, is the nation’s leading non-profit dedicated to significantly reducing melanoma in the United States and saving lives. With a focus on prevention education programs that include customized and integrated programs for communities, IMPACT Melanoma is committed to supporting melanoma patients and their families and advocating for and influencing urban development policies to address shade equity in America. To learn more about IMPACT Melanoma, visit* [*https://impactmelanoma.org*](https://impactmelanoma.org)*.*

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