



SUNSMART

## Events organisers urged to keep Aucklanders safe from the sun

**Media release: November 2009**

Auckland is renowned for its summer events and with a sizzling summer season coming up, organisers are being encouraged to ensure people are protected from the sun.

Wayde Beckman from SunSmart says people in Auckland are in for a treat this summer, with a line up of great summer fun like the Big Day Out, Mission Bay Jazz and Blues Streetfest, A Day on the Green, Waitangi Day, Pasifika, Farmers' Santa Parade and community Christmas parades.

"It's possible to enjoy some great days out – while still staying safe from the sun. Organisers can easily include sun protection in their planning to help keep Aucklanders safe from skin cancer."

He says events can be kept SunSmart by following a few easy steps.

"Wherever possible schedule events outside of 11am and 4pm, as these are normally the times when UV rays are at their strongest.

"Make the most of any existing shade at the event site, and organise some of your own – like marquees, tents and umbrellas. Encourage people to bring their own shade as well.

"A SunSmart message can be displayed on your programmes, invitations, flyers, tickets, posters and signage. And during the event itself, simple SunSmart reminders can be given over the public address system."

Officials at summer events can also contribute by modeling SunSmart behaviour.

"Wearing clothes that keep you safe in the sun sets a great example. Officials should be encouraged to wear hats with wide brims or bucket style hats, as well as sun protective clothing such as shirts with collars and long sleeves.

"And if possible, arrange a supply of SPF30+ broad spectrum sunscreen for officials and participants who don't bring their own.

"Summer in Auckland is as good as it gets. So get everyone out there having a good time, without them going home with sunburn!"

**For further information:**

Wayde Beckman, HSC, 04 472 5777, 0272 896 680