

## Show them how to *Slip Slop Slap and Wrap !*

As all good hosts know the hospitality they extend determines how well a guest enjoys their visit. Over the next couple of months New Zealand will host thousands of overseas visitors - we want them to have the best time ever - and leave New Zealand vowing to return!

However, they won't if they get sunburnt!

The Cancer Society is urging all those associated with the Rugby World Cup from the organisers, the tourism industry, to the thousands of volunteers who will be in contact with visitors, to remind them to '*Slip, Slop, Slap and Wrap.*'

"Our major concern is that thousands of people, especially those from the Northern Hemisphere, don't know how fierce the New Zealand sun can be!" said Dr Jan Pearson, Health Promotion Manager.

"During daylight saving months New Zealand has 40% higher peak UVR levels than places at similar latitudes in the northern hemisphere. The UVI can reach 13 in the north of New Zealand, whereas during a European summer UVI levels are generally not more than about 8.

"Our visitors will be sightseeing, watching rugby matches, barbequing with their friends and family in New Zealand and making the most of the outdoors - so as responsible hosts lets make them SunSmart while they are here!"

For further information please contact:

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