

# A COOL WAY TO MAKE MELANOMA DISAPPEAR

The David Cornfield Melanoma Fund (DCMF) launched an awareness event at Blue Mountain to highlight the dangers of sun exposure in the winter and to support their overall campaign of making melanoma disappear forever.

“We wanted to target a younger demographic at the hill since one bad sunburn before the age of 18 doubles your chances of getting melanoma” said Shelley Franklin, Executive Director of DCMF. “Skiers may not know this but snow reflects up to 80% of UVB rays and high altitudes increase the UV index. The good news is that the survival rates are 99% if detected early.” said Shelley.

To increase the impact of the message, start-up agency, ThreeTimesThree covered the main ski run at the resort with giant polka dots made from food colouring. The polka dots are a campaign branding device created by the agency, which represent the cancerous moles associated with melanoma. As the morning progressed, skiers completed the concept of making melanoma disappear by erasing the dots as they skied down the mountain.

At the bottom of the run, the skiers encountered the DCMF Melanoma Base Camp where they received sunscreen, lip balm and informational brochures. Canadian Olympic Skiers, Julia Murray and Davey Barr were on hand for pictures and autograph sessions.

