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Attention Health /News/Assignment/ /Editors

DERMATOLOGISTS WANT CANADIANS TO KNOW *INDOOR TANNING ISN'T PRETTY*

OTTAWA, ON, July 25, 2011 – The Canadian Dermatology Association (CDA) has released a new public service announcement in hopes to encourage teens to give their actions a little more thought. The CDA's new video, which can be found on the YouTube channel *canadiandermatology*, shows attractive young women using everyday household appliances to get the much longed-for bronze glow.

"We wanted to find a way to de-normalize tanning" says CDA past president Dr. Ian Landells who directed the project. "You would never consider sticking your head in a waffle iron, so why would you choose to lie down in a tanning bed which is much more dangerous?"

The CDA aims to dissuade teens from using indoor tanning equipment, which can increase a person's risk of developing melanoma by 75 per cent if used before the age of 35. When looking at all cancers found in the 15 to 29 age group, the Canadian Cancer Society identified melanoma as the 3rd most common cancer in young women and represented 11% of all new cases.

"The number of young people who frequent tanning salons is staggering," says Dr. Denise Wexler, CDA President "so we're trying to reach out to them online through the sites we know they use." The new PSA can be found on the Association's website (dermatology.ca), Facebook page as well as their Twitter feed.

The CDA enlisted the creative team at McMillan, an Ottawa-based advertising agency, to bring the concept to life and have seen the video picked up by many in the blog-sphere and viewed over 28,000 times and shared the world over since being uploaded on June 26.

For more information about the dangers of indoor tanning visit the CDA website at www.dermatology.ca/indoortanning.

To download a broadcast-ready copy of the *Indoor Tanning Isn't Pretty* PSA visit: www.dermatology.ca/media/psa.html.

- 30 -

About CDA

The Canadian Dermatology Association, founded in 1925, represents Canadian dermatologists. The association exists to advance the science and art of medicine and surgery related to the care of the skin, hair and nails; provide continuing professional development for its members; support and advance patient care; provide public education on sun protection and other aspects of skin health; and promote a lifetime of healthier skin, hair and nails.

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