



D.K.H. KRONPRINSEN OG KRONPRINSESSENS  
HOF

Amalienborg Palace, November 24, 2008


Cancer Council Australia  
Professor Ian Olver  
Level 1, 120 Chalmers Street  
Surry Hills NSW 2010  
Australia

Dear Sir,

Cancer Council's SunSmart program

In reply to your kind request by letter of September 16, 2008 I am pleased to enclose a letter of support from Her Royal Highness the Crown Princess of Denmark.

Yours sincerely,

  
P. Thornit

Chief of the Court of TRH The Crown Prince  
and Crown Princess of Denmark



To whom it may concern

Amalienborg Palace, November, 2008

As patron of the Danish Cancer Society's SunSmart campaign, *Turn down the Sun between 12 and 15*, it gives me great pleasure to offer my support to the Cancer Council's National Skin Cancer Action Week 2008.

Australians are extremely lucky to enjoy an outdoors lifestyle, but an unfortunate outcome of this way of life is the nation's ranking, along with New Zealand, of having the highest rates of skin cancer in the world. More than 30 Australians die each week from this almost entirely preventable disease.

The Cancer Council's "Slip, Slop, Slap" campaign has been highly effective over the last 25 years in helping Australians to become aware of the risks of sun exposure and the need for vigilance when it comes to protecting their skin from harmful UV radiation.

Growing up in Australia, these messages have influenced my attitude to sun protection and my awareness of the risk of skin cancer. As a result, I adopted sun smart practices such as wearing protective clothing, a hat, sunglasses and sunscreen.

I have been able to share these sun protection messages in Denmark, especially when launching the Danish Cancer Society's skin cancer awareness campaign last year. In Denmark, skin cancer rates have tripled in the last 30 years and the nation now ranks seventh worst in the world. My work in Denmark has focused on creating awareness among young Danes about the importance of sun protection.

Cancer Council's National Skin Cancer Action Week is an opportunity to remind people of the need to be SunSmart. I encourage all Australians to follow the Cancer Council's advice and make sure they "Slip, Slop, Slap, Seek and Slide".

Skin cancer is one of the easiest cancers to prevent. It just takes a little common sense.

I am delighted to support the Cancer Council's National Skin Cancer Action Week. I hope the week will be an opportunity for Australians to consider what they can do to change the unenviable claim of having the world's highest skin cancer rates.

Yours sincerely,

Her Royal Highness Crown Princess Mary