



## Media Release

8 December 2009

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# Cancer Council named official sunscreen supplier for Australian Open Tennis Series

Sun protection will be front and centre court at the Australian Open this summer, with Cancer Council appointed as the official sunscreen supplier for the event.

Unveiled today, the partnership extends for the next three years, starting with the 2010 Series, and includes events in Sydney, Brisbane, Hobart and the main event in Melbourne.

"The Australian Open is an iconic sporting event which is also synonymous with the Australian summer and we are excited to be on board," said Cancer Council Australia's Chief Executive Officer, Professor Ian Olver.

"Players as well as spectators can be out in the sun for long periods of time, so it is vital they plan ahead. Sunscreen is just one part of our SunSmart message; a wide brimmed hat, long sleeved clothing and sunglasses are all essential to avoid sunburn."

Cancer Council will supply sunscreen for athletes, officials and employees, and will have stock available for purchase by spectators. Money raised from sales will help fund Cancer Council's research, education and patient support programs.

One of the highlights of the new partnership will be a Cancer Council sunscreens 'activation booth' in Melbourne, within the Grand Slam Oval precinct – a new 11,000 square metre area that will more than double spectator space on the site.

"Tennis Australia is expecting more than 600,000 attendees," Professor Olver said. "This is an unprecedented opportunity for Cancer Council to remind the sporting public of the importance of sun protection over summer."

Professor Olver said Australia had one of the highest rates of skin cancer in the world. Each year more than 430,000 Australians were diagnosed and more than 1700 died from what was an almost entirely preventable disease.

"We also have more than five million tourists visit this country each year, many oblivious to the skin cancer risk posed by our harsh and unforgiving summer."

For information on sun protection this summer, visit [www.cancer.org.au/sunsmart](http://www.cancer.org.au/sunsmart)

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