

FOR IMMEDIATE RELEASE

To: All Major Media  
From: Sun Safe Tee Program  
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**Need ideas for a Father's Day gift?  
If he is a golfer, *The Sun SafeTee Program* has some recommendations.**

San Diego, CA- "The best gift you can get a golfer for Father's Day is a wide brim hat or a big tube of SPF 30 sunscreen that has both UVA and UVB protection" said Mark Wishner the founder and President of *The Sun SafeTee Program*. "Unfortunately most people don't think of those things as gifts, but the reality is that given the increasing rates of skin cancer in this country, you would be doing the golfer in your family a big favor."

This year in the United States over one million people will be diagnosed with skin cancer. Unfortunately the number keeps rising each year. Since golfers spend a significant amount of time in the sun not only playing golf but also practicing, they may be at a higher risk than the general population for developing skin cancer.

Wearing a wide brim hat that helps cover your ears and neck and using a good sunscreen with a SPF of 30 should be the foundation of a sun protection strategy. *The Sun SafeTee Program* also recommends wearing a long sleeve shirt and long pants. Many people think long sleeve shirts and pants would be too hot to wear out on a summer day, but there are new fabrics that are very comfortable to wear and actually help you feel cool on the course, while protecting you from the sun's UV radiation. These clothes usually have a UPF rating which is a system of measuring a fabric's UV blocking capability, much like SPF is for sunscreen.

Wishner added, "When it comes to using sunscreen, the most important thing to remember is that most sunscreens only last for two hours, so it is important to reapply them. That is why we say, "Don't burn...Reapply at the turn". For non golfers the turn is the halfway point in a round of golf and is between the 9<sup>th</sup> and 10<sup>th</sup> holes on the golf course.

"By getting your golfer a Father's day gift that they can use to protect themselves from the sun's UV rays, you are not only doing them a favor, you are letting them know you care about them" said Wishner.

The *Sun SafeTee Program* is a non-profit sun protection education and skin cancer awareness program designed specifically for the golf community. The program provides educational seminars to golf professionals and the public, distributes sun protection information and sunscreen samples at various golf events.

The goal of the *Sun SafeTee Program* is for golfers to enjoy a lifetime of healthy golf. For more information about the program visit: <http://www.sunsafetee.org/>.

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