



The Canadian Cancer Society is happy to partner with Banana Boat® Canada to help educate Canadians on the importance of sun safety and how to reduce their risk of skin cancer. The partnership involves a multi-faceted program including in-school education in Ontario, support of local Relay for Life events and a comprehensive sun education campaign, including Sun Awareness Week. As a part of the partnership, \$1.00 from the sale of select Banana Boat® sunscreen products, including the new Simply Protect™ line, will be donated to the Canadian Cancer Society, to help fund these important sun safety initiatives to a maximum of \$100,000. The Canadian Cancer Society supports the use of broad spectrum sunscreens along with shade, clothing and hats, but does not endorse specific products.

### **About the Canadian Cancer Society**

The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is to eradicate cancer and enhance the quality of life of people living with cancer. Thanks to our donors and volunteers, CCS has the most impact, against the most cancers, in the most communities in Canada. For more information, visit [cancer.ca](http://cancer.ca) or call our toll-free bilingual Cancer Information Service at **1-888-939-3333 (TTY 1-866-786-3934)**.

— Proud supporter of —



**Canadian  
Cancer  
Society**