

## "Don't 'Fry' Day" Reminds Families To Protect Skin Memorial Day Weekend

Written by Australian Business

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ANNAPOLIS, MD, May 24, 2014 /**24-7PressRelease**/ -- In order to educate and encourage sun safety awareness, the Friday before Memorial Day has appropriately been designated "Don't FRY Day". With more than two million people diagnosed with skin cancer each year, and one American dying from melanoma every hour as estimated by the American Cancer Society, it is crucial to take the necessary steps in protecting one's skin. As it only takes two blistering sunburns during childhood to highly increase the risk of skin cancer, these preventative tips arm parents with the necessary knowledge to keep their little ones safe throughout the summer:

- Infants ages 0-6 months should be kept out of direct sunlight as their skin is too sensitive for sunscreen. Find shade under a tree, umbrella or stroller canopy. However, when sunlight is unavoidable, the next best thing is to keep children fully covered in sun-protective clothing.
- The sun's UV rays are strongest during 10 am - 4 pm making it crucial to seek shade during this time.
- Stay safe in protective clothing such as Snapper Rock's UV50+ swimwear.
- Wearing sunglasses with 99% UV protection will shield children's sensitive eyes and prevent blurred vision or the development of cataracts later in life.
- Apply a generous amount of water-resistant sunscreen with a minimum of SPF 30+ 30 minutes before heading outdoors and reapply every two hours and always directly after swimming. This will work to block both UVA and UVB rays. Make sure to reach the hands, feet, neck, ears, underarms and lips - as these are the most commonly missed spots!
- Hats with a forward facing brim that can be tied are excellent for shielding the face and staying in place. Always make sure the hat comes with a safety snap and be sure to trim the length to avoid choking hazards.

"The risk of developing skin cancer later in life depends deeply on the habits one establishes as a child," says Liz Eglinton, Founder of Snapper Rock, a line of premiere UV50+ children's swimwear. "That is why it is Snapper Rock's mission to reach as many families as possible and help prevent this devastating and often preventable disease."

For more information on Snapper Rock, please visit <http://www.snapperrock.com>.

About Snapper Rock Launched in 2003, Liz Eglinton created Snapper Rock, a line of UV50+ swimwear, to provide children with fun, fresh and functional gear while navigating the water. Originally designed in New Zealand where sunrays can be extremely harsh, Snapper Rock leads the industry in UV protective swimwear for kids. Snapper Rock offers children and parents an extensive line of items ranging from baby sunsuits to kid's rash tops and beach accessories to create your own look. With its lightweight and breathable fabric technology and latest designs and colors, Snapper Rock ensures that children worldwide will be free to enjoy the beach without getting sunburned and compromising on style. For more information on Snapper Rock, please visit <http://www.snapperrock.com> or contact Liz Eglinton at [liz@snapperrock.com](mailto:liz@snapperrock.com).