Team USA Soccer Star Landon Donovan and His Father, a Skin Cancer Survivor, Lead Campaign to Educate Men on the Importance of Sun Protection

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In partnership with The Skin Cancer Foundation, the Donovans launch new public awareness videoand announce charitable contributions to support skin cancer research and education

NEW YORK, April 22, 2014 /PRNewswire/ -- The Skin Cancer Foundation and Energizer Personal Care—the makers of Banana Boat® and Hawaiian Tropic® brand sunscreens—today launched the second year of a public awareness campaign featuring LA Galaxy and Team USA soccer star Landon Donovan. This year Landon's father, Tim Donovan, has joined the campaign to share his personal skin cancer story and address a lack of awareness about sun protection among men, with the goal of encouraging men to incorporate sun protection into their daily lives.

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http://www.multivu.com/mnr/7168451-energizer-skin-cancer-foundation-team-usa-star-sun-protection-campaign

"Skin cancer became personal to my family when my father was diagnosed with basal cell carcinoma," said Landon Donovan. "I'm relieved to share that he is in good health now, but his diagnosis was a real wake-up call and inspired me to partner with The Skin Cancer Foundation for the second year in a row to continue to raise awareness among men about the importance of sun protection."

The Skin Cancer Foundation is committed to funding public education and early detection programs, as well as groundbreaking research to help individuals prevent and fight skin cancer. That's why now through July 2014, Energizer Personal Care will make a $5,000 donation for every goal scored by the U.S. soccer team, up to $50,000. Funds will go directly to The Skin Cancer Foundation in support of research and education to help men to be safe in the sun.

The Donovans aren't the only men to underestimate the damaging effects of the sun's rays. In 2012, The Skin Cancer Foundation and Energizer Personal Care together commissioned a survey to measure men's knowledge of skin cancer and sun-protective behaviors. The survey confirmed a lack of awareness about sun protection and skin cancer among men, finding that nearly half (49 percent) of men in the U.S. admitted to not using sunscreen in the past 12 months. These shocking results motivated the groups to work together to focus on educating men about the dangers of skin cancer.

"Many people don't realize that skin cancer is the most common form of cancer in the U.S., impacting more than two million men and women each year," said Dr. Neal Schultz, Skin Cancer Foundation spokesperson and Assistant Clinical Professor at Mount Sinai Hospital and Mount Sinai School of Medicine. "Among men specifically, the number of skin cancer cases continues to rise each year, which could be significantly less if men began to incorporate sun protection into their daily routine."

In almost every case, men surveyed by The Skin Cancer Foundation were not knowledgeable about the proper methods to protect themselves against sun damage and skin cancer. The startling numbers identified an opportunity to educate men about the importance of sun protection. The public awareness video and educational campaign were developed to address the survey findings and to work toward reducing skin cancer incidence amongst men.

"We're proud to partner once again with The Skin Cancer Foundation, an organization that is committed to sun safety and protection," said Minna Raffin, Director of Energizer Personal Care, Sun Care. "Sharing testimonials of real families like the Donovans helps to reinforce the importance of sun care in a new and personal way, and will hopefully encourage men to align their sun care habits with the realities of skin cancer risk."

Visit **http://www.sunblunders.com/** to learn the facts about skin cancer, sun exposure and the importance of sun protection.

About The Skin Cancer Foundation The Skin Cancer Foundation is the only global organization solely devoted to the prevention, early detection and treatment of skin cancer. The mission of the Foundation is to decrease the incidence of skin cancer through public and professional education and research. Since its inception in 1979, the Foundation has recommended following a complete sun protection regimen that includes seeking shade and covering up with clothing, including a wide-brimmed hat and UV-blocking sunglasses, in addition to daily sunscreen use. For more information, visit **SkinCancer.org**.

About Energizer Personal CareA leading manufacturer of health and beauty products around the world, Energizer Personal Care is a division of Energizer Holdings Inc. /quotes/zigman/257103/delayed/quotes/nls/enr**ENR**+0.74%, headquartered in St. Louis, Missouri. Energizer Personal Care markets products in more than 100 countries worldwide under the Playtex®, Playtex Sport®, Playtex® Gentle Glide®, Skintimate® and Schick® brands. Playtex and all other trademarks are licensed or owned by Energizer or its affiliates.

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