



## **A 'SunSmart' garden shines a light on skin cancer at Bord Bia's Bloom**

*'The SunSmart garden created by the Marie Keating Foundation is designed to encourage people to protect themselves in the sun to avoid skin cancer*

**Dublin, May 31st 2018.** The Marie Keating Foundation today unveiled their yellow themed 'SunSmart' Garden at Bord Bia's Bloom. Sponsored by MSD, this garden aims to make the public- young & old, male & female- aware of the importance of protecting themselves in the sun i.e. being SunSmart.

*"We are so delighted to be here again at Bloom with our beautiful yellow garden and our important SunSmart message. Having been diagnosed with a malignant melanoma in the past, I urge all our visitors to Bloom to look after your skin - no matter what your age or skin type. Just one bad sun burn before you are 18 can increase your chances of skin cancer by 50%. Please be SunSmart and wear protective clothing, a hat, sunglasses and lots of high factor sunscreen", Liz Yeates, CEO of the Marie Keating Foundation*

The "SunSmart" garden is number eight in the show gardens area and our mobile information unit with our nurses on board will also be located at the main entrance of Bloom each day.

The Foundation's nurses & volunteers will be speaking to men, women and children about ways to reduce their risk of skin cancer and how to check their skin. They will be giving out information and free samples of La Roche Posay sunscreen. We will also have a number of melanoma patients at our garden and **Consultant Dermatologist Dr Patrick Ormond** who says: *"Skin cancer is the most common cancer in Ireland. Skin cancers are divided into two main types: melanoma and non-melanoma. Non-melanoma skin cancer is the most common cancer in Ireland with over 9,780 cases diagnosed every year. Rates of melanoma, the deadliest form of skin cancer, are rising faster than any other cancer. Over 1,000 melanoma cancers are diagnosed every year. This is why using the SunSmart code and being and vigilant in checking your skin is vital to preventing skin cancer"*.

A big feature of the garden will be a Pom Pom oak tree offering shade from the sun which is represented by a 2 meter inflatable which can be seen from far and wide. We will be inviting the public to 'tie a yellow ribbon around the old oak tree' or to buy a hat and to wear sunscreen. The uphill pathway in the garden represents the twists and turns of the cancer journey.

**Jonny Cooper, GAA All Star & Marie Keating Foundation Ambassador** commented: *"I am delighted to be involved in this campaign as I have learned that more people - particularly men working or playing sport outdoors are being diagnosed with skin cancer even though it is very preventable. That's why it's so important to wear sunscreen and make sure you're*

*protected from the sun. Whether you're on the pitch or watching on the side-line - always wear sunscreen and a hat and be SunSmart, it is just common sense".*

Whatever your age, whether you are male or female, our yellow garden is designed to raise awareness of the fact that skin cancer is very preventable and to highlight the importance of being SunSmart. Using trees and canopies for shade as well as umbrellas, hats & sunscreen, we are asking people to protect themselves in the sun.

**Designers of the garden, Hairy Gardeners Peter & Monty** said *"We're absolutely delighted to be here at Bloom with this exciting Sunsmart garden project. We've won some prestigious awards in the UK but it's a real honour to be here at Bloom for the first time. Also as gardeners and landscapers who spend so much time outdoors, we have learnt a lot and have taken on board the message of the Marie Keating Foundation about being safe in the sun".*

*"MSD is delighted to be teaming up with the Marie Keating Foundation and their work in the fight against cancer in Ireland. Recent advances in the treatment options available to Irish patients, especially in the area of immuno-oncology, help to address previous unmet needs. Where possible though, cancer prevention has a key role to play and the prevention message embodied in the SunSmart Garden, is more important than ever."* - **James Murphy, MSD Oncology Franchise Manager**

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## Notes to Editor

### **About the Marie Keating Foundation:**

Following their mother Marie's death in 1998, the Keating family promised that they would do everything they could to bring an end to cancer. They committed to provide all families with the necessary information to prevent cancer or detect it at its earliest stages.

Through its community information service, the Foundation's dedicated nurses have enlightened over 230,000 people of the causes and risk factors of cancer. The Foundation is continuing to expand its awareness campaigns on each of the most common cancers affecting both men and women in Ireland, at local level through its community outreach approach as well as through national campaigns.

For more information on Skin cancer, its risk factors and how to be SunSmart, visit the Marie Keating Foundation's skin cancer website at [www.mariekeating.ie/spotthedifference](http://www.mariekeating.ie/spotthedifference)

Follow the Marie Keating Foundation on Facebook, [www.facebook.com/mariekeatingfoundation](http://www.facebook.com/mariekeatingfoundation), Twitter, @mariekeating and Instagram, [www.instagram.com/mariekeatingfoundation](http://www.instagram.com/mariekeatingfoundation).

### **Bord Bia's Bloom:**

Bord Bia's Bloom event will take place in the Phoenix Park, Dublin from Thursday 31<sup>st</sup> May - Monday 4th June. This year marks the 10th anniversary of Bloom. As Ireland's largest

gardening, food and family festival is now a key feature of the June bank holiday weekend, with more than 100,000 visitors last year. Bord Bia's annual showcase of the best of Ireland's horticulture and food industry will once again feature a range of impressive show gardens, food features and family entertainment. Tickets are on sale now on [www.bloominthepark.com](http://www.bloominthepark.com). Don't forget, kids go free! Follow Bloom on Facebook, [www.facebook.com/bloominthepark](https://www.facebook.com/bloominthepark) and join the conversation on Twitter, @bloominthepark or #Bloom

### **About The Hairy Gardners**

The Hairy Gardeners, Monty Richardson and Peter Cowell are award winning garden designers specialising in upcycling based designs. Based in Lancashire, United Kingdom, Monty and Peter love creating new and fresh designs by upcycling wooden pallets, discarded scaffolding or an old washing machine drum! As they say on their website, 'we can find a new garden life for all- upcycling it the Hairy way'. [www.hairygardeners.co.uk](http://www.hairygardeners.co.uk) this is the Hairy Gardeners first time at Bloom.