

# American Cancer Society and CVS Health Launch Campaign to Highlight the Importance of Sun Safety as Cancer Prevention

## In-store fundraising campaign supports increased consumer awareness around skin cancer

The American Cancer Society (ACS) and CVS Health today announced the launch of an in-store fundraising campaign at CVS Pharmacy locations nationwide. Now through Saturday, July 17, customers will have the opportunity to round up their change or make a \$1 or \$3 donation at the register at any CVS Pharmacy location.

"Together, the American Cancer Society and CVS Health have the expertise and reach to help people in communities across the nation better understand and engage in sun safety as cancer prevention," said Karen E. Knudsen, MBA, Ph.D., chief executive officer of the American Cancer Society. "These efforts, as well as the dollars donated by CVS customers, serve as an important continuation of our partnership to improve lives for cancer patients through research, advocacy, and patient support."

CVS is the official retail pharmacy partner of the American Cancer Society, and this year marks the fourth year CVS Pharmacy has hosted a national in-store fundraising campaign to support ACS's mission to eradicate cancer. This year's campaign will focus on sun safety as cancer prevention, honoring and supporting millions of survivors as well as individuals currently in treatment.

"Our customers and colleagues share our commitment to giving back to the communities we serve," said Eileen Howard Boone, senior vice president, corporate social responsibility & philanthropy for CVS Health. "This in-store campaign provides an opportunity to get involved and support the American Cancer Society's critical efforts to combat cancer and educate people on sun safety this Summer."

Skin cancer is the most common of all cancer types and can affect anyone. Skin cancer rates have been on the rise over the past few decades, with more than 5 million skin cancers diagnosed each year in the United States -- more than all other cancers combined. To help prevent skin cancer, the American Cancer Society recommends protecting yourself and loved ones from the sun's rays by using broad spectrum sunscreen daily and avoiding the sun's strongest rays by covering up or staying inside during peak hours. More detailed skin cancer and sun safety information can be found at [www.cancer.org/healthy/be-safe-in-sun](http://www.cancer.org/healthy/be-safe-in-sun).

Since 2018, ACS and CVS Health together have raised more than \$15 million for the fight against cancer, supporting breakthrough research and cancer prevention initiatives, including tobacco control.

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