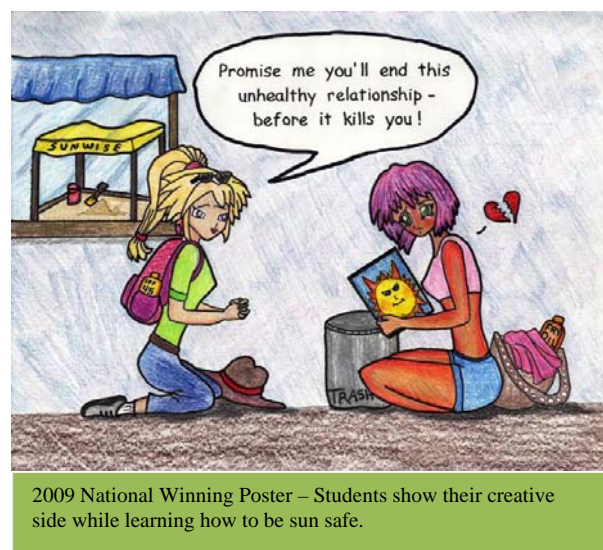


Poster contest illuminates sun safe behaviors

Annual Competition Gives Students Chance to Raise Awareness

WeatherBug Schools is proud to announce its participation in the [2010 SunWise with SHADE poster contest](#) for the third consecutive year. The annual contest is a joint effort with the SHADE Foundation of America and the U.S. Environmental Protection Agency to teach children ways to protect their skin and eyes from excessive sun exposure. Last year's winner, a 13-year old from Bernville, Pa., depicted a girl talking to her friend about her unhealthy relationship with the sun.

This year, more than one million Americans will be diagnosed with some form of skin cancer. It is the fastest growing cancer and affects more people than prostate, breast, colorectal and cervical cancers combined. One person dies every hour from skin cancer and more than 75% of these deaths are from melanoma. Recent medical research shows that it is very important to protect children and young adults from overexposure to UV radiation from the sun and tanning beds.



2009 National Winning Poster – Students show their creative side while learning how to be sun safe.

“We started WeatherBug with the idea to use weather to educate kids in math and science. Being involved with the poster contest is a natural fit for us, as the sun has the biggest influence on weather and ultimately our lives. As a leader in weather-related school safety programs, it’s important for us to communicate with schools and spread the word on how to be sun safe,” said Frank McCathran, Director of Education and Media for WeatherBug.

The SHADE Foundation was established in 2002 after president and founder Shonda Schilling's very public battle with malignant melanoma. The Foundation's goals include educating 100,000 children in sun safety by 2012, and to date the Foundation has distributed nearly 2 million sunscreen packets to schools, non-profit organizations, and the general public.

The contest due date is April 7, 2010. Starting this year, there will be two age categories for poster entries—kindergarten through third grade, and fourth through eighth grade. Students

in both categories should submit hand-drawn posters on an 8.5 x 11 inch piece of paper. Entries should be original, creative, show ways to prevent skin cancer and raise sun safety awareness and be attached to an official entry form found at

<http://www.shadefoundation.org/programs/poster-contest>. Once the state-winning posters are announced, the public will be able to take part in online voting to decide the national winner.

Poster winners receive state and national prizes, with the national winner in the 4th-8th grade category receiving a family trip to Disney World and a WeatherBug weather station for his/her school with lifetime access to WeatherBug Achieve, the education software that brings the weather station data into the classroom via interactive lessons and tools.

More than 80,000 students have helped spread the message of sun safety by participating in the annual contest since its creation in 2003. Additional information on SunWise and the 2010 SHADE poster contest is available at <http://www.epa.gov/sunwise/>.

The WeatherBug Schools Program (<http://www.weatherbugschools.com>) is committed to providing engaging and innovative teaching tools for schools nationwide. With WeatherBug, teachers can create customized learning activities based on current and historical weather conditions from WeatherBug weather stations installed at over 8,000 other schools nationwide. The WeatherBug Schools Program also helps increase school safety with lightning detection and advanced warning of severe weather.

The SHADE Foundation's mission is to eradicate melanoma through the education of children and the community in the prevention and detection of skin cancer and the promotion of sun safety.

EPA's SunWise Program is an environmental and health education program that uses classroom and community tools to teach children and their caregivers how to protect themselves from overexposure to the sun.

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