



MEDIA RELEASE

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Aussies urged to leave their footprint on melanoma as efforts step up to save lives from the disease.

Not-for-profit organisation Melanoma Institute Australia (MIA) is calling on all Australians to join its innovative new Melanoma March campaign to raise awareness and funds to combat one of Australia's biggest killers.

This year is the 10th anniversary of its national Melanoma March campaign. Due to COVID, the traditional family-friendly physical events have been replaced with an interactive digital campaign that all Australians can step up and take part in.

Everyone is asked to buy a \$30 digital footprint in support of the one Aussie every 30 minutes who is told they have melanoma. Each footprint is then personalised with a message of support or hope, and shared to socials to spread the word.

Throughout the month of March, Melanoma Institute Australia wants to progressively cover its map of Australia with digital footprints, and in the process raise \$500,000 for lifesaving research to develop new treatments for melanoma.

The interactive digital campaign goes live on Monday 1st March. To buy a digital footprint and see Australia be progressively covered in footprints, go to www.melanomamarch.org.au

Melanoma Institute Australia CEO Matthew Browne said just as melanoma can impact anyone - regardless of gender, age, skin type or where you live - anyone can take part in this year's innovative digital Melanoma March campaign.

'Melanoma is Australia's national cancer, and no matter what part of this vast country we live in, we all have a responsibility to leave our footprint on melanoma and help save lives from this disease,' Mr Browne said.

'We want all Aussies to buy, personalise and share a digital footprint to support our ongoing research effort so we can reach our ultimate goal of zero deaths from melanoma.'

Australia has the highest melanoma rates in the world with one person diagnosed with the disease every 30 minutes. It is estimated 1300 people will die from melanoma in Australia this year. Melanoma is also the most common cancer affecting 15- to 39-year-old Australians.

Melanoma March is an initiative of Melanoma Institute Australia, incorporating melanomaWA and Amie St Clair. It is proudly supported by Melanoma Patients Australia, Australian Melanoma Research Foundation, Skin Cancer Tasmania and other melanoma research organisations across Australia.

For more information, please contact:

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