**MEDIA RELEASE**

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**Adelaide residents urged to step up against the glamourisation of tanning, and to support Australia’s first clinical trial into “fear of cancer recurrence” for advanced melanoma patients**

***Australian Melanoma Research Foundation*** and ***Melanoma Institute Australia (MIA)*** are calling on Adelaide residents to join its 2023 ***Melanoma March*** campaign to support the psychological health and wellbeing of their fellow Aussies living with advanced cancer, and to help tackle Australia’s tanning culture.

The Adelaide ***Melanoma March*** will be held on Sunday 26 March at Henley Square, Henley Beach 8am till 11am.

Marisa Chilcott AMRF CEO said “*We want everyone to join in, register and walk with us. It’s a 4km coastal walk from Henley Square to Grange Jetty and return.* ***Melanoma March*** events raise vital funds for melanoma research as well as provide an opportunity for patients and families to come together to support each other and remember those lost to the disease.

It is part of MIA’s 12th annual **Melanoma March** campaign which needs to raise $1 million for Australia’s first clinical trial aimed to treat fear of cancer recurrence experienced by those with advanced disease. The trial will focus on identifying and supporting advanced melanoma patients experiencing fear and anxiety about their melanoma recurring or progressing, with the findings also set to benefit other cancer patients.

‘Supportive care is one of the top five priorities identified in the landmark *State of the Nation Report into Melanoma*,’ Melanoma Institute Australia CEO Matthew Browne said. ‘’Some 40% of patients reported experiencing anxiety around their diagnosis and treatment, with one in two also reporting that anxiety and depression were not identified in routine clinical practice which was a barrier to them accessing support services.”

‘This Australian first clinical trial, led by senior clinical researchers at MIA, aims to ensure the emotional needs of cancer patients are recognized and addressed as part of their routine clinical care. The clinical trial findings will not be unique to melanoma patients, with the outcomes also likely to benefit other advanced cancer patients.’

This year, we’re also asking our passionate ***Melanoma March*** community to advocate to stop the glamourisation of tanning. A tan is skin cells in trauma, and the glamourisation of tanning in advertisements, social media and media is promoting a behaviour which we know kills. Each ***Melanoma March*** event will have STOP GLAMOURISING TANNING stickers for participants to wear proudly. ‘Together we can tackle Australia’s tanning culture,’ Matthew Browne said.

Australia has the highest melanoma rates in the world, with one person diagnosed every 30 minutes and one person dying from the disease every 6 hours. It is the most common cancer affecting 20-39 year old Australians. Currently, 50% of advanced melanoma patients don’t respond or become resistant to new immunotherapy treatments.

Those who can’t attend an event can still support the campaign by getting active and hosting a *March Your Way* activity with friends or individually.

To register or donate to *Melanoma March*, go to [https:Adelaide.melanomamarch.org.au](https://adelaide.melanomamarch.org.au)

Interviews available with Marisa Chilcott AMRF CEO, [ceo@melanomaresearch.com.au](mailto:ceo@melanomaresearch.com.au) or phone 02 9261 0304