

Families



## Boston Schedule of Events:

**Thursday, June, 30. "Families Play Safe in the Sun" Day in Boston!**

**1. Proclamation** declaring this day has been formally requested. Now working with Mayor's Scheduling Secretary on his appearance. The educational exhibition during Children's Day at Harborfest will be located at City Hall Plaza.

**2. 9:45 AM: RIBBON-CUTTING AND INAUGURAL LAUNCH** of "Families Play Safe in the Sun" City Hall Plaza. Presentation of Proclamation. Media Coverage opportunity.

**3. 10-3 PM: EDUCATIONAL OUTREACH**--WDS Member Volunteers to staff the 16 x 16 educational exhibition during Children's Day. Arranging a full spectrum of Sun Safety activities (science, art, book-reading, quizzes, sun-safety giveaways are planned). Sunscreen samples distributed along with sun safety educational materials.

**4. 4-8 PM "DIVE DEEPER INTO SUN SAFETY" AT THE NEW ENGLAND AQUARIUM EVENT (2-PART EVENT)**—

**Part 1:** On-site, special private skin cancer screenings for New England Aquarium staff members, their volunteers and Aquarium Board members. 4-5 pm. Indoors in the Aquarium's well-lit, private conference center. 3 screening partitions will be configured to afford complete privacy. *Great opportunity to reach those who reach children and families and to build relationship with an excellent educational institution.*

**Part 2:** 6-8 pm--Dive Deeper into Sun Safety-Cocktail Reception and Sun Safety Forum-in the Main Aquarium Building--in the Penguin Overhang! Microphone set-up with podium, food stations with hors d'oeuvres and roundtables for discussion among community and media representatives with WDS dermatologists.

***Sun Safety Forum and Roundtable discussions with community leaders/media about how to raise the bar on sun safety awareness and prevention locally through collaboration with local WDS members. Brief opening remarks by Jean Bologna, MD, Suzanne Connolly, MD, and Karen Rothman, MD ; designated Boston dermatologists as "Captains" of roundtable discussions. Questions to be provided for discussion and brainstorming. Summation of round table discussions by Jean Bologna, MD and Suzanne Connolly, MD.***

**Friday, July 1. Media appearances** (TBD). Through next period will be pitching TV, newspaper and radio appearances and coverage in local media now that the event is organized. With the angle of sun safety for families at the beginning of the July 4<sup>th</sup> weekend, this story will be newsworthy for morning news shows.

**Saturday, July 2 EDUCATIONAL OUTREACH AT THE NEAQ. (10 AM-4 PM)**

An educational exhibition booth will be set up along the Harbor Walkway near the Aquarium's gift shop outdoors, which is a very high-traffic area of children and families together--particularly on this particular Saturday. The tent will afford space for the educational exhibits used on Children's Day and giveaways of brochures and sunscreen.