



For Immediate Release

The Headwear Association Kicks off the Beginning of Summer with a National Public Awareness Campaign

Hat Day in the Sun promotes the benefit of wearing the right hat to protect against skin cancer, premature skin damage and the advance aging process

CHICAGO – May 12, 2009 – With 90 percent of all skin cancers caused by sun exposure, [The Headwear Association](#) (THA) is once again launching Hat Day in the Sun on Friday, June 19 to coincide with the first weekend of summer.

[Hat Day in the Sun](#), an annual national public awareness campaign will educate adults and children about how the right hat can protect against skin cancer, premature skin damage and the advance aging process. To celebrate this event, THA members will be giving away **free** wide-brimmed sun-protection hats across the country. For a list of cities and locations, please visit [The Headwear Association website](#).

“A hat with a wide brim along all sides of your head should offer good sun protection for your eyes, ears, face, and the back of your neck,” said David Goldman, president of The Headwear Association. “In the case of sun protection, a good hat should be both stylish and functional.”

To be sure you are purchasing the right hat to protect against the harmful effects of the sun; The Headwear Association recommends the following tips:

- **Size** - A hat with a minimum 2 ½” brim can provide adequate sun protection for the neck, face and ears.
- **Shape** - Hat shapes that protect better against ultraviolet radiation (UVR) are ones that curve down to follow the contours of the head and neck.
- **Material** - The material of a hat should be lightweight and breathable. Fabric should be a closed weave straw, raffia, cloth, or felt.

For more information about The Headwear Association or Hat Day in the Sun, please visit www.theheadwearassociation.org or call Susan Weiss, SWPR at 312-222-1337.