

British Skin Foundation

PRESS RELEASE

Volunteers needed across the UK to shake their stuff!

For immediate release

The British Skin Foundation (BSF), a national skin disease research charity, is calling on volunteers across the UK to help paint their town blue with BSF collection tins to help raise £5000 over the course of the year.

The charity is looking for volunteers to give up just an hour of their time to help raise funds that will go straight into skin disease and skin cancer research. Typically, a small research project can cost as little as £1000, so reaching the £5000 target would make a big difference in terms of how much research into conditions like skin cancer and eczema is funded in 2011.

Kelly Taylor, one of the charity's fundraisers, is keen to get as many volunteers as she can to help the cause. She says; "All we need is an hour of people's time, or whatever they can spare. People across the UK will have a good idea of where collection tins would work best in their locality, whether it's outside the local supermarket or the cinema, so we need them to get in touch with their ideas and donate a little of their spare time for a good cause."

The money raised through the collection tins will be used to help fund research into cures and treatments for skin cancer and numerous other skin diseases that affect millions of people in the UK. Over the last four years alone, the BSF have funded in excess of £2.7 million pounds worth of research projects.

Kelly says: "We're fortunate in that a lot of our supporters get up to all sorts of crazy things when it comes to fundraising ideas, from Three Peak Challenges to triple marathons in the wilderness, but we'd also like to get more people involved rattling a BSF tin a little closer to home."

"Research is extremely expensive, so even the smallest of donations goes a long way to making to a big difference. All those unwanted coppers and five pence pieces really do add up, so we're definitely hoping to increase the number of BSF collection tins out on Britain's streets to reach our target by the end of the year," says Kelly.

To volunteer for the scheme please email kelly.taylor@bad.org.uk or call **0207 391 6088**. The British Skin Foundation will supply you with collection tins, leaflets and booklets. For more information about the British Skin Foundation visit www.britishskinfoundation.org.uk

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For more information about the study contact: Bevis Man, Communications and Press Officer at the British Skin Foundation. Phone: 0207 391 6347, email: bevis@bad.org.uk, Website: www.britishskinfoundation.org.uk

The British Skin Foundation (BSF) is a charity committed to raising funds for skin cancer and skin disease research. Working closely with the British Association of Dermatologists (BAD) the BSF is the only charity dedicated to supporting dermatologists and skin science.

Over the last four years, the BSF has awarded in excess of £2.7 million to a number of studies that aim to find new treatments and eventually cures for the many skin diseases in the UK.