

# British Skin Foundation

PRESS RELEASE

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## Chuck it out for charity this spring

For immediate release

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The British Skin Foundation (BSF) is asking for people doing their spring clean to sell their unwanted goods to help in the fight against skin cancer this season.

With the weather finally turning a shade warmer, many of us will see this as a chance to do their annual spring clean and get rid of the clutter that has been amassing at home over the past year. Rather than let those items gather dust in the closet, or simply be thrown in the bin, the British Skin Foundation is asking for people to turn them into something positive by taking part in their 'Cleanout for a Cure' drive.

The money raised from the skin disease research charity's 'Cleanout for a Cure' campaign will go towards the *Skin Cancer Appeal* which is dedicated to finding a cure for the various types of skin cancer. The charity is aiming to raise £5,000 – enough to fund two small research projects into the disease – over the coming three months. Malignant melanoma, the deadliest form of skin cancer, is now the second most common form of cancer in people aged between 15 and 34 and incidence rates are continuing to rise. Shockingly, over 10,000 people in the UK were diagnosed with the disease in 2007 alone.

British Skin Foundation supporters have already been busy selling and donating through eBay, where all sellers can choose to donate between 15 and 100% of their sale to the British Skin Foundation or a charity of their choice. 366,000 people in the UK listed an item for sale on Christmas Day in 2009 by mid afternoon, so with the recession putting a squeeze on many people's charity giving, making a difference in such a way is hugely important to an organisation that relies purely on financial donations to fund research.

To date the BSF has received donations after supporters have sold all manner of goods online, from CDs, video games and books, through to guitars and even a table football. Although still in its infancy, this method of raising money for the charity has already brought in over £300. What's more, there has been a notable rise in the number of people who are shopping online and donating a certain amount of the cost of their item to the charity, thanks to websites like everyclick.com and giveasyoulive.com.

Matthew Patey, Chief Executive of the British Skin Foundation, is keen that the public are aware that they can help the charity without having to go out of their way whilst doing their spring clean. He says: "People often forget that skin cancer is a year-round issue, not one that is confined to the summer months. We need to remind people that something needs to be done about the issue, especially at a time when countless households in the UK will be going through their old books, CDs and other items that they no longer want or need. 'Cleanout for a Cure' is one way of addressing this. No doubt there are still some

unwanted Christmas presents lying around, so if we can help minimise this wastage and do something charitable at the same time, the potential for small charities like us is huge. It's important that the public understand that fundraising needn't mean having to spend ages planning and organising, but can be as easy as a few clicks of the mouse."

**For more on how you can help the British Skin Foundation, contact Kelly Taylor on 0207 391 6088**

**-Ends-**

To find out more about the 'Cleanout for a Cure' campaign, contact Bevis Man, Communications Manager at the British Skin Foundation. T: 0207 391 6347 E: [bevis@britishskinfoundation.org.uk](mailto:bevis@britishskinfoundation.org.uk) W: [www.britishskinfoundation.org.uk](http://www.britishskinfoundation.org.uk)

The British Skin Foundation (BSF) is a charity committed to raising funds for skin disease research. 100% of the money raised for the charity goes back into funding vital research. Over the last four years, the BSF has awarded in excess of £2,700,000 to numerous studies, £1.8 million of which has been dedicated to research into the various types of skin cancer.