



Pediatric Sun Protection Foundation, R5, Mott 50 and the World Series Champions Chicago Cubs to co-host Sun Safety

CHICAGO , IL, UNITED STATES, June 23, 2017 /EINPresswire.com/ -- (CHICAGO, IL.; June 23, 2017) In her continued effort to “Connect Clothing to Change” in order to lower the incidences of melanoma from sun exposure, renowned Chicago-based dermatologist, Dr. Amy Brodsky, and the Pediatric Sun Protection Foundation have brought together R5, Mott 50 and the World Series Champions Chicago Cubs to co-host Sun Safety day at Wrigley Field. This innovative partnership is a unique instance of a charity and a variety of social media influencers working together in a committed effort to affect change. Advocate Children’s Hospital and Dr. Carolyn Jacob will also be participating.

Pop stars and social influencers R5 will throw out the first pitch. The five band members (siblings Ross Lynch, Riker Lynch, Rocky Lynch, Rydel Lynch and their friend Ellington Ratliff) have over 25 million fans online with a social media reach into the hundreds of millions.

Sun Safety Day will be fun for the whole family. Mott 50, the popular sun protective clothing company founded by Anne Reilly, will hand out a free SPF 100 swim shirt to the first 5,000 children to attend. These swim shirts have been designed especially for this occasion with the Chicago Cubs World Champions logo.

“I am honored to participate in the 5th annual sun safety day at Wrigley. Each year, we continue to add adopters of sun protective clothing which helps lower the risk of skin cancer, just by reaching out to millions of Cubs fans that watch the game,” said Dr. Amy Brodsky.

Dr. Brodsky, the President of the Pediatric Sun Protection Foundation, recently contributed to the successful adoption of resolutions in both Congress and the Senate making strides to improve legislation around sun safety in children.

About PSPF

The Pediatric Sun Protection Foundation’s mission is to prevent skin cancer by educating children and caretakers about the dangers of childhood sun exposure. Skin cancer is the most common form of cancer in the United States. While the prevalence of other cancers is decreasing, melanoma and skin cancer are among the fastest-growing cancers in the country. Children and adolescents are particularly at risk for ultraviolet radiation skin damage.

This philanthropic endeavor was founded by renowned dermatologist, Dr. Amy Brodsky, in 2012.

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