

# Concerned mum gets on her bike to raise awareness of relationship between childhood exposure to UV and skin cancer

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Concerned mum, Heidi Sedgeman ([www.charitygiving.co.uk/heidiwest19661](http://www.charitygiving.co.uk/heidiwest19661)), is literally 'getting on her bike', from Edinburgh to Chessington, to raise awareness of the fight against childhood exposure to UV – the cause behind most of the 86,400\* new cases of skin cancer (<http://www.keepitkool.co.uk/>) each year – and to highlight the lack of shading available in many school playgrounds to protect children during outdoor learning and play.

In completing the ride, Heidi is also raising funds for her local school, St Mary's C of E Primary in Chessington, to equip them with adequate sun protection, in the form of high quality shade sails, to protect pupils when outside.

Heidi will be accompanied on her ride by friend Chris Taliadoros and they will be travelling a distance of almost 500 miles, between 9th and 16th July 2010.

Heidi said: "Following the loss of my first husband to skin cancer, my drive is to prevent as many young children as possible developing skin cancer in years to come."

When asked how she felt about Heidi's challenge, St Mary's headteacher, Linda Rainbow, commented: "What Heidi is doing is fantastic. As two of her children are pupils at St. Mary's, we are in the lucky position of directly benefiting from the funds she raises but, so much more than that, I hope her bike ride raises awareness so that all schools are able to provide appropriate shading for children and reduce their exposure to harmful UV rays."

Heidi's ride is being sponsored by leading provider of high quality UV protection and shelter for outdoor environments, Keep It Kool who are also donating a shade sail to St. Mary's.

Comments Tony Woodfield, managing director of Keep It Kool (<http://www.keepitkool.co.uk/>): "Only high quality UV shading allows children freedom of movement in an outdoor environment. Ordinary shades, awnings and blinds cut down visible light, but most don't even have a UV rating."

To support Heidi's cause please visit her Just Giving page [www.charitygiving.co.uk/heidiwest19661](http://www.charitygiving.co.uk/heidiwest19661)

\* Source: Cancer Research UK

## Additional information

Skin cancer is very rarely diagnosed in children, and that leads to dangerous complacency. We need to pay heed, says Cancer Research UK. Many skin cancers take years to develop. Damage to the DNA of young people's skin cells may develop into skin cancer several decades later. And the most serious type of skin cancer - melanoma - is the most common cancer in 15 to 34 year olds. So children are at risk not only during outdoor learning but also during break times and on summer school days.

For further information please contact

Sue McBreen  
Friday's Media Group, 18 Soho Square, London, W1D 3QL  
Telephone: 0845 500 1140

Email: [suem@fridays-group.co.uk](mailto:suem@fridays-group.co.uk)