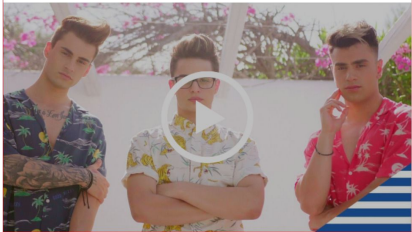


The Danes are coming ... again!

It's that time of year again and the Danes are coming to your country to enjoy the sun. We hope that you will help us once again, and show the Danes how to avoid sunburns in the Greek summer.

This year your fellow countrymen have made a fantastic song and music video to tell everyone to help the Danes. The amazing song is performed by THE PLAYERS, so don't miss it! We hope you enjoy the video.

THE PLAYERS - "THE 3 BODYGUARDS"



Share video on Facebook

OTHER THINGS YOU CAN DO TO HELP A DANE

Print a poster

Put up a poster where you think Danish tourists will see it. Your office, a hotel reception, on the beach, by the pool etc. You can share a picture of the poster using the hashtag

#helpadane

[Download poster here](#)



Share a video

Share the Help a Dane music videos on social media using the hashtag #helpadane. You can find them on both [Facebook](#) and [YouTube](#).

Join in the fun

Record a video of yourself singing or dancing along to a Help a Dane song and share it with us on social media using the hashtag #helpadane

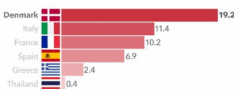


Get more ambassadors

Tell your friends to sign up to Help a Dane at helpadane.com

Let's get serious for a second

Your help is much needed, because Denmark has the fifth highest incidence of melanoma (the deadliest form of skin cancer) in the world. Only Australia, New Zealand, Switzerland and Holland have higher incidences.



***ASR (WORLD)**
is the estimated annual number of new melanoma cases out of 100,000 in a population, where the differences in age distribution between populations is taken into account.

So when the Danish tourists arrive in your country this summer, please help them remember **shade, sunhat and sunscreen** to avoid sunburns.

Once again, thank you for your help and support.

Sincerely,

The Danish Cancer Society & TrygFonden



Danish Cancer Society

TrygFonden

