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## PRESS RELEASE

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### **Miami Beach Tapped by The White House to Participate in Cancer Moonshot Summit** *– City Pledges Continuing Sunscreen Program in Response to Vice President’s Call to Action –*

**Miami Beach, FL** - The City of Miami Beach has been invited to participate in The White House Cancer Moonshot Summit taking place on Wednesday, June 29 in Washington D.C. as a result of its efforts to reduce skin cancer through the MB Sunscreen dispenser program. The summit will bring together leaders from different sectors that have made progress on the goals of the Cancer Moonshot initiative.

President Barack Obama, during his final State of the Union address on January 12, 2016, announced the establishment of this new national Cancer Moonshot initiative to accelerate cancer research, and tasked Vice President Joe Biden to head up the national effort to make a decade’s worth of advances in cancer prevention, diagnosis, treatment and care in five years.

“The Moonshot cannot be achieved by one person, one organization, one discipline, or even one collective approach,” Vice President Biden said. “Solving the complexities of cancer will require the formation of new alliances to defy the bounds of innovation and accelerate the prevention, diagnosis, treatment, and — ultimately — a cure. It’s going to require millions of Americans speaking up and contributing what they’re able. That’s what the Cancer Moonshot Summit is all about.”

In response to the Vice President’s call to action, Miami Beach is dedicated to continuing its sunscreen dispenser program for at least the next five years to help achieve a decade or more of cancer prevention progress in half the time.

The City of Miami Beach, in partnership with Destination Brands International who manufactures MB Suncare and Mt. Sinai Medical Center, offers sunscreen dispensers at public pools, parks and various beach access points near lifeguard stands for all who reside and visit Miami Beach to use, free of charge.

“Miami Beach is honored to be the only local municipality to be represented at this summit,” said City Manager Jimmy L. Morales. “As the sun and fun capital of the world, millions engage in a plethora of outdoor offerings on our urban-island — from relaxing on our world-renowned beaches to enjoying our many parks — and we want to ensure these recreational activities are being enjoyed safely by maintaining our free sunscreen dispensers citywide.”

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