

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# **263-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager



DATE: June 20, 2016

SUBJECT: **City to Participate in White House Cancer Moonshot Initiative Summit**

The City of Miami Beach has been invited to participate in The White House Cancer Moonshot Initiative Summit taking place on Wednesday, June 29 in Washington D.C. as a result of our efforts to reduce skin cancer through our free sunscreen dispenser program.

President Barack Obama, during his State of the Union address on January 12, 2016, announced the establishment of a new National Cancer Moonshot Initiative to accelerate cancer research. The initiative, led by Vice President Joe Biden, aims to make more therapies available to more patients, while also improving the ability to prevent cancer and detect it at an early stage.

This summit will bring together leaders from different sectors that have made progress on the goals of the Cancer Moonshot Initiative. Miami Beach will be the only city represented at the summit, and we will share our success story with attendees.

As the fun and sun capital of the world, the City of Miami Beach understands the need to reduce your chance for getting skin cancer. Through our collaboration with our licensing partner, Destination Brands, and Mount Sinai Medical Center, the city is able to provide dozens of free sunscreen dispensers at our beaches, parks and public pools for residents and the millions who visit this global destination year-round.

The sunscreen being provided in the free sunscreen dispensers is the MB Suncare Triple Action Sea Kelp Sunscreen Lotion. This is a light, non-greasy, quick absorbing lotion is SPF 30, broad spectrum to protect from both UVA and UVB rays and is water-resistant for up to 80 minutes. The sea kelp offers unique benefits of helping to restore proteins and minerals lost in the sun, firming the appearance of the skin and helping to protect against photo-aging with its natural sunscreen properties. Mt. Sinai Medical Center generously partnered with Destination Brands to provide the funding for the dispensers as part of their commitment to improving the health and well-being of the Miami Beach community and visitors.

In response to the Vice President's call to action, the City of Miami Beach has dedicated to continuing this program for at least the next five years to help achieve a decade or more of progress in half the time.

JM/TD