

Could an Australian seagull have saved a New Zealand star from summer's greatest horror?

Since 1985 New Zealanders and Australians have known they are in the firing line of one of the greatest horrors imaginable - extreme UV levels increasing risk of melanoma skin cancer.

At the same time, many Kiwi and Aussie lives were already being saved by an unlikely Australian bird - Sid the Seagull, the star of the classic *Slip, Slop, Slap*, sun safety advertisement that premiered in 1981.

Produced by Cancer Council Victoria, Sid's simple message of *Slip, Slop, Slap* has been recognised as one of the most successful public health campaigns ever created on either side of the Tasman. Variations of the campaign with added advice are still in use a quarter of a century later, and the core message is as relevant as ever.

In fact *slip, slop, slap* is so ingrained in Australasian consciousness that it is not surprising that a team of New Zealand filmmakers are paying homage to Sid's message over 25 years on.

However, the form of that homage might surprise you.

Burn Time is the sixth and final short film in the web series *Ao-terror-oo*, an anthology of New Zealand themed horror movies, jointly funded by Youtube and New Zealand On Air and created by H2Ow Productions.

Set in 1985, **Burn Time** depicts a nightmarish vision of the worst sunburn imaginable, caused by a fictional rogue solar event.

While the events in the film are fictional, the filmmakers are deadly serious about warning people young and old about the dangers of forgetting or ignoring Sid's original simple message:

Slip on a shirt, slop on some sunscreen, and slap on a hat.

The film can be seen at www.6weeksofhorror.com and www.youtube.com/h2ownz.

Released worldwide on YouTube on the 1st of December 2017, **Burn Time** stars New Zealand actress Brittany Clark (Mia Halston of Channel 9's production **Doctor, Doctor**, screening in New Zealand via TVNZ)

Mia is set to return to screens on both sides of the ditch in season 3 of **Doctor, Doctor**, but first is excited for those with a stomach for horror to see her in **Burn Time**, where she underwent an extraordinary and terrifying transformation thanks to the incredible SFX makeup team of New Zealand company BodyFX.

How terrifying? Well let's just say it could turn you off your morning cup of tea... forever.

To find out more you'll have to watch for yourself.

Those brave enough to reach the end of the six minute short will be reminded of just how important and effective the original slip, slop, slap message still is today.

For those that don't have the guts, or somehow see the film and miss the point, the filmmakers have this message:

In horror films, if you ignore the danger signs and scoff at warnings you will very possibly be the first to die amongst your friends.

It's a sad but vitally important lesson that the exact same thing is true when it comes to sun protection and the risks of sun exposure, namely melanoma and other forms of skin cancer.

The most recent data shows 1,520 deaths in Australia will likely be attributable to melanoma in 2017 and in New Zealand over 300 people die of Melanoma Skin Cancer each year.

Our two countries have among the highest rates of both melanoma skin cancer and mortality from melanoma skin cancer in the world.

Don't be like the first victim in a horror film, heed the following SunSmart advice this and every summer:

Check your local sun protection times each day for your location – at sunsmart.org.nz in New Zealand or on the free SunSmart app in Australia. For the best level of protection when you're outside during these times, use a combination of:

- Slip on clothing that covers as much skin as possible;
- Slop on SPF30 (or higher) broad-spectrum, water-resistant sunscreen. Re-apply every two hours outdoors – or immediately after sweating and swimming.
- Slap on a broad-brimmed hat that shades your face, neck and ears
- Seek shade
- Slide on sunglasses.

Media Enquiries:

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BACKGROUND INFORMATION ON H2Ow PRODUCTIONS, CANCER COUNCIL VICTORIA, NZ ON AIR, YOUTUBE AND LINKS TO IMAGES ON FOLLOWING PAGE

About H2Ow Productions: H2Ow Productions is the collaboration of four New Zealand film makers and their respective production identities. Nick Burridge and Johnathan Guest of Halcyon Digital, Peter Haynes of Haynes Film and producer Hweiling Ow.

All four together first collaborated on [T is for Talk](#) - a finalist in the worldwide competition for inclusion in Draffhouse Films and Timpson Films' **ABCs of Death**. **T is for Talk** currently has over half a million views on YouTube

H2Ow Productions



Left to Right: Nick Burridge, Peter Haynes, Hweiling Ow, Johnathan Guest

About Cancer Council Victoria: Cancer Council Victoria's SunSmart program aims to reduce skin cancer incidence, morbidity and mortality through a targeted prevention and early detection program. Jointly funded with the Victorian Health Promotion Foundation (VicHealth) since 1988, the program was launched following the success of Cancer Council Victoria's 'Slip! Slop! Slap!' ad in 1981. Today SunSmart is a multi-faceted program recognised for providing leadership and innovation in ultraviolet radiation (UV) protection. Programs operate in each state and territory of Australia by respective Cancer Councils, all using common principals but tailored to jurisdictional priorities. The sun protection message has expanded to Slip! Slop! Slap! Seek! Slide! Internationally, Cancer Council Victoria has been designated a World Health Organization (WHO) Collaborative Centre for Ultraviolet Radiation since 2004. Supporting SunSmart at Cancer Council Victoria is the Prevention Division, the Centre for Behavioural Research in Cancer, the Cancer Epidemiology Centre and the Cancer Information and Support Service.

About NZ On Air:

NZ On Air connects and reflects New Zealand. They are an independent government funding agency delivering quality and diverse New Zealand public media content. The audio/visual content they invest in can be found by audiences on many different platforms.

About YouTube:

YouTube is a video sharing platform to which over 400 hours of content is uploaded every minute and one billion hours of content is watched each day. As of August 2017 it is ranked by Alexa as the second most popular website on the internet. YouTube believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories.

The original Slip, Slop, Slap ad: <https://www.youtube.com/watch?v=b7noclenCYg>

SunSmart New Zealand website: <https://www.sunsmart.org.nz/>

SunSmart Australia Website: <http://www.sunsmart.com.au/>

High Res media stills available via the following links:

[Master Dropbox folder with all stills](#)

[Burn Time stills](#)

[Stills from other films](#)

[Assorted BTS photos](#)

[Team photo shoot](#)