

Press release

10 May 2010

It's a man's world 2....Life's a Beach!!

Apartment, Northern Ireland's Bar of the decade is hosting a beach themed Men's Summer Style Master Class to promote men's health and raise awareness of skin cancer.

The event, in association with Corona Extra and Ballygowan, will be hosted by Radio Ulster DJ Alan Simpson and will see the best of Northern Ireland's style experts coming together in a fun event at Apartment on Thursday 27th May. Men from across Northern Ireland will have the chance to pick up a range of health, fashion and grooming tips with Jason Shankey Male Grooming; Rio/Brazil, Tigi hair and Orchid Lingerie all in attendance.

Claire Charleton, Manager of Apartment explains what is happening on the night. "We are really looking forward to the next event in our series of men's style master classes. This time it is all about getting ready for summer and more importantly how to have fun in the sun safely.

"All proceeds from the ticket sales will go to Ulster Cancer Foundation and an important element of the evening will be the opportunity for men to learn how to spot skin cancer and what to do if they have any concerns. There will also be a skin scanner on the night for anyone who wants to get a skin analysis and see what condition their skin is in.

"We will have a fashion show which will highlight what's hot and what's not for men this summer and waxing tips for any men out there who fancy giving the smooth look a go with live waxing taking place on the night. Jason Shankey will also be giving advice on how to prep your feet for summer so they are ready just in time to hit the beach. Tickets are only £5 and everyone attending will be treated to a drinks reception on arrival courtesy of Corona Extra and Ballygowan."

Commenting on the event Sandra Gordon from Ulster Cancer Foundation said, "Skin cancer accounts for one quarter of all cancers diagnosed in Northern Ireland and is the most common cancer diagnosed here. However, through practicing safe sun the rates of skin cancer can be decreased and we are encouraging people to be aware of the symptoms of skin cancer and keep themselves safe while enjoying the sun.

“This summer master class for men is sure to be a great night’s entertainment but also offers a great opportunity for men to come along and ask any questions or raise any concerns they may have in relation to their skin or their general health.”

***Tickets for the event are £5 and can be purchased from Apartment on the night**

ENDS

For further information please contact Shane Finnegan or Caroline Reid at

Aiken PR on 02890663000 or caroline@aikenpr.co.uk