



**The UV Foundation**  
**FOR IMMEDIATE RELEASE**  
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## **The UV Foundation Announces February is “Vitamin D Deficiency Month”**

*Sunlight or UV light are the Best Ways to Fight the Epidemic of Vitamin D Deficiency*

McClean, VA – Today, the UV Foundation dubbed February “Vitamin D Deficiency Month” in a nationwide effort to raise awareness about vitamin D deficiency and its negative health effects. In addition to increasing the risk of many types of cancer and heart disease, vitamin D deficiency is also linked to many common wintertime complaints such as fatigue, depression and aches and pains.

A Harvard Medical School study published in the *New England Journal of Medicine* has reported that 60% of Americans are vitamin D deficient. This is particularly troublesome since vitamin D is proven to ward off many types of cancer including colon, prostate and breast cancer and is further shown to guard against heart disease, MS, and other chronic health problems.

Moderate exposure to sunlight or UV light is the absolute best way to help the body manufacture the vitamin D it needs. Unfortunately, during the bleak winter months it becomes harder to get the necessary amount of vitamin D. In fact, it is impossible to get the requisite amount in cities north of 37 degrees latitude for as many as 6 months out of the year. That includes cities like Richmond, VA, St. Louis, MO, and Sacramento, CA, and all cities farther north.

For those concerned about vitamin D deficiency and who find it difficult to get the necessary amount of sunlight, there are other ways to get your dose of the “sunshine vitamin.” Vitamin D supplements, moderate exposure to UV light from a tanning bed, and a diet rich in Vitamin D fortified foods will all help fight against vitamin D deficiency. However, experts agree that the easiest and best way to get the requisite amount of vitamin D is through sunlight and UV light.

“More and more science is emerging every day confirming the enormous health benefits of vitamin D and the significant health consequences of not getting enough of it,” said Tim Miller, Communications Director for the UV Foundation. We launched “Vitamin D Deficiency Month” to educate the public about the dangers of this growing problem and to ‘shed some light’ on potential solutions.

**The UV Foundation is committed to funding educational efforts designed to increase the public awareness of the biologic effects of ultraviolet light**

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