



## FOR IMMEDIATE RELEASE

Contact: Nancy Balik FitzGerald  
(Media Inquiries) 415-764-4925  
Kerry Parker, Executive Director  
877-WDS-ROSE

### **WOMEN'S DERMATOLOGIC SOCIETY ANNOUNCES COLLABORATION ON "AMERICA'S ETHNIC SKIN: AN AL ROKER HEALTH SPECIAL"**

***A televised skin health program, the first of its kind, addresses the special concerns, challenges and issues affecting an increasingly diverse America, airing on NBC Local Television Stations on Saturday, May 24, 2008.***

**San Francisco, CA (May 20, 2008)** — In an unprecedented television health special designed to educate and inform the public about the health, care and protection of ethnic skin, the Women's Dermatologic Society (WDS) is pleased to announce its collaboration with Al Roker Entertainment in the creation of **"America's Ethnic Skin: An Al Roker Health Special."** The program airs on NBC television stations in ten major cities across the USA on Saturday, May 24, 2008.

Al Roker, who hosts and narrates this half-hour special, comments, "We are excited about this program as it provides rich stories about the changing face of America and how we are moving toward a greater understanding and appreciation of the unique skin issues affecting our nation's diverse people."

"America's Ethnic Skin: An Al Roker Health Special" features several members of the Women's Dermatologic Society, who provide their dermatologic expertise about various ethnic skin issues, prevalent conditions and key concerns affecting people with deeper and darker skin tones, including African-Americans, Latinos, Asians, Native Americans and people of mixed ethnicities.

According to the US Census Bureau, one-third of the U.S. population of 303,000,000 belongs to one of 67 sub-types of ethnic groups. By the year 2050, one-half of the American people will have ethnic skin.

"At a time when multiculturalism and ethno-racial mixing have reached record levels in this country, we are pleased to collaborate with Al Roker Entertainment, to help people across the USA better understand the

complexities, special concerns and treatment of ethnic skin,” says Wendy E. Roberts, MD, FAAD, President-elect of the WDS, who appears in this NBC Local Media Special. Dr. Roberts remarks, “One day, the term ‘ethnic skin’ will become obsolete, as we all will have ethnic skin, we are one world, and we are finally coming together.”

“America’s Ethnic Skin” showcases real-life stories that tell of the skin troubles and triumphs experienced by famous and everyday people of different ethnicities, including celebrity Keke Palmer, young rising star of *Akeelah and the Bee* fame, Detroit newscaster Lee Thomas, NYC Human Rights Commissioner Patricia Gatling, and NYPD Detective William Harvey.

The dermatologists and ethnic skin experts shown in the Special will help viewers better understand their own skin, how to safeguard from the risks associated with darker skin, and how to achieve and maintain beautiful, healthy ethnic skin of color.

**America’s Ethnic Skin:** *An Al Roker Health Special* will air on Saturday, May 24, 2008 in the following cities on NBC Local Media: Chicago-WMAQ at 6pm; Dallas-KXAS at 5pm; Hartford-WVIT at 7pm; Los Angeles-KNBC at 5pm; Miami-WTVJ at 7pm; New York-WNBC at 7pm; Philadelphia-WCAU at 7pm; San Diego-KNSD at 5pm; San Francisco -KNTV at 7:30pm; and Washington, DC-WRC at 7pm.

Programming sponsorship made possible by Ambi ®Skincare through a grant from Johnson & Johnson Consumer Companies, Inc.

## **ABOUT AMERICA’S ETHNIC SKIN**

A half-hour NBC Special hosted and narrated by Al Roker.

**Produced by:** Al Roker Entertainment

**Executive Producers:** Al Roker and Michael Kaufman

**Co-Executive Producer/Director:** Dave Snyder

Editorial content created in collaboration with the Women’s Dermatologic Society Foundation.

For more information, visit: [www.womensderm.org/ethnicskin](http://www.womensderm.org/ethnicskin)

## **ABOUT THE WOMEN’S DERMATOLOGIC SOCIETY**

*The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women's Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to foster, promote, and support women's issues in dermatology; identify, train, and recognize women leaders in dermatology; and provide a forum for developing relationships.*