

FOR IMMEDIATE RELEASE



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NEW JERSEY DERMATOLOGISTS LINK UP TO HELP GOLF ENTHUSIASTS “PLAY SAFE IN THE SUN” AT THE SHOPRITE LPGA CLASSIC WITH WOMEN’S DERMATOLOGIC SOCIETY’S AWARD-WINNING PROGRAM

Acclaimed community outreach service, now in its third season, will reach thousands of golf fans with free skin cancer screenings and sun safety education at the Marriott Seaview Resort and Spa in Galloway Township, NJ, June 2-4, 2006.

Atlantic City, NJ (May 30, 2006)—A volunteer corps of New Jersey dermatologists from the Women’s Dermatologic Society (WDS) will promote sun safety and skin cancer prevention as part of the national group’s “Play Safe in the Sun” community outreach service at the ShopRite LPGA Classic at the Marriott Seaview Resort and Spa , June 2-4, 2006. The event’s co-hosts are WDS members Linda Susan Marcus, MD, Board-certified private practice dermatologist (Wyckoff, NJ) and Co-President, NJ Dermatologic Society North and Sandra Vause, MD, double Board-certified private practice dermatologist (Pennsville and Logan

Township, NJ) and Executive Board Member of the NJ Dermatologic Society.

Atlantic City Mayor Robert Levy will declare Saturday, June 3, 2006 as "Play Safe in the Sun" Day to commemorate the local WDS volunteer skin cancer prevention and sun safety outreach at the ShopRite LPGA Classic.

Volunteers will offer free skin cancer screenings for tournament visitors at selected times in the Expo Tent, conducted by Board-certified New Jersey dermatologist members of the Society.

The "Play Safe in the Sun" campaign is offered to the public at a time when skin cancer ranks as the most common form of cancer in America, with one million new diagnoses expected in 2006.

- Skin cancer is the leading form of cancer among young women, ages 25-29, and the fastest growing cancer among 18-29 year olds.
- If caught in its earliest stages, melanoma, the most severe form of skin cancer, is highly treatable; if left undetected, it can be fatal.
- Overexposure to the sun is the most *preventable* cause of skin cancer, thus people are urged to make

the daily commitment to safeguard their health. The American Academy of Dermatology (AAD) recommends:

- (1) Regular visits to your dermatologist;*
- (2) Liberal application of a high SPF, broad-spectrum UVA/UVB sunscreen to all exposed areas of the body and face, with re-application every two hours;*
- (3) Wearing sun-protective clothing, a wide-brimmed hat and sun-glasses,*
- (4) Sun avoidance during peak hours*

“Play Safe in the Sun” co-hosts Drs. Vause and Marcus concur that anyone who enjoys the great outdoors, particularly golfers, must take ongoing precautions to guard against the heightened risks of prolonged sun exposure. According to Dr. Vause, “For skin health, people of all ages and different skin types need to carefully incorporate sun protection measures into daily life—whether there are sunny or cloudy skies.” Dr. Marcus adds, “Remember to apply a golf-ball size of sunscreen 15 minutes before going outdoors and re-apply sunscreen every two hours, or every nine holes if you’re playing golf.”

The WDS “Play Safe in the Sun” campaign at LPGA tournaments recently earned the AAD’s prestigious national

“Gold Triangle” award. The upcoming Skin Cancer Screenings are part of the AAD’s National Skin Cancer Volunteer Screening Initiative. Board-certified New Jersey dermatologists will conduct free skin cancer screenings for tournament visitors during the ShopRite LPGA Classic as follows:

- Friday, June 2, 2006-- 11 am-2 pm**
- Saturday, June 3, 2006—9 am-3 pm;**
- Sunday, June 4-- 9 am-2 pm.**

In addition to the screenings, dermatologists will provide skin assessments using a DermaScan and UV reflectance camera. Volunteers will distribute educational materials and free sunscreen samples to tournament spectators. Local members of the Dermatology Nurses Association will offer volunteer nurse support.

Funding for “Play Safe in the Sun” at the ShopRite LPGA Classic is generously provided by Schering Plough, which also provides product contributions and use of the DermaScan equipment. Other product contributions are furnished by Procter & Gamble and OrthoNeutrogena, which also provides use of the UV Reflectance Camera.

For further information about the Women's Dermatologic Society, visit: www.womensderm.org or contact Kerry Parker, Executive Director, WDS, 1-877-WDS-ROSE (937-7673).

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WDS supports the careers and professional development of women dermatologists. The WDS mission is to help women in dermatology achieve their greatest 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. "Play Safe in the Sun" initiative is a community outreach service of the WDS.