

FOR IMMEDIATE RELEASE



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**VOLUNTEER TEAM OF NEW JERSEY
DERMATOLOGISTS HELP THROGHS OF GOLF
FANS PLAY SAFE IN THE SUN AT SHOPRITE
LPGA CLASSIC**

*Record-breaking rounds of skin cancer screenings
offered through Women's Dermatologic Society's
award-winning community outreach service*

Atlantic City, NJ (June 12, 2006)—Crowds of South Jersey-area golf enthusiasts, tournament participants, LPGA TOUR players and caddies reaped benefits from the recent Women's Dermatologic Society (WDS) "Play Safe in the Sun" skin cancer screenings and sun safety education at the recent ShopRite LPGA Safeway Classic at the Seaview Marriott Golf Resort near Atlantic City, NJ. In a joint volunteer effort, drawing from WDS members throughout the state, nine Board-certified dermatologists conducted 380 free skin cancer screenings, including private screenings for 38 LPGA TOUR players, representing a record-breaking level of community service for an LPGA tournament screening

event led by WDS volunteers. Overall presumptive diagnoses included 88 lesions which are early stage in the development of skin cancer, 10 basal cell carcinomas, one squamous cell carcinoma and one suspected melanoma.

WDS volunteers also distributed 6,500 free sunscreen samples and skin cancer prevention educational materials to the tournament visitors.

In recognition of the local volunteer outreach efforts of the Women's Dermatologic Society, Atlantic City Mayor Robert Levy declared Saturday, June 3 as "Play Safe in the Sun" Day citywide to help raise awareness about the importance of sun protection and skin cancer prevention.

The "Play Safe in the Sun" Skin Cancer screenings were co-hosted by WDS members Linda Susan Marcus, MD, Board-certified private practice dermatologist (Wyckoff, NJ), Co-President, NJ Dermatologic Society North and Executive Board Member, NJ Dermatologic Society, and Sandra Vause, MD, double Board-certified private practice dermatologist (Pennsville and Logan Township, NJ) and Executive Board Member of the NJ Dermatologic Society.

New Jersey dermatologists who donated their time for the WDS screenings and educational outreach included: Neena

Chima, MD, Michael DeCosmo, MD, Booth Durham, MD, Sandra Elder, MD, Marc Glashofer, MD, Emily Miller, MD, Linda Susan Marcus, MD, and Sandra Vause, MD. Volunteer dermatologist support was also provided by Wendy Roberts, MD (Rancho Mirage, CA), WDS Chair of the "Play Safe in the Sun" Initiative, who has led this national effort from its inception in 2004 to its seventh successful LPGA tournament. Local nurses assisting the dermatologists during the screenings included members of local chapters of the Dermatology Nurses Association Joan Johnson, Maria Kolarsick and Suzanne Warfield. Barrier Therapeutics representatives Betty Ann Fuller and Linda Rutsch-Neri, who operated a UV Reflectance Camera, also contributed hands-on assistance during the tournament screenings, along with Greg Miller of Sanofi-Aventis. JoAnn Roberts supported the work of the dermatologists and volunteers Lisa Kolarsick and Lauren Kolarsick assisted the nurses.

The "Play Safe in the Sun" skin cancer screenings are presented to the public at a time when skin cancer is currently the fastest-growing cancer in America, with more than one million new diagnoses expected in 2006. Melanoma is the leading form of cancer for women ages 25-29. One American

dies every 68 minutes from melanoma.

The Women's Dermatologic Society recommends that people of all ages and skin types take daily precautions to protect the skin from the heightened risks of prolonged sun exposure. Overexposure to the sun is the most *preventable* cause of skin cancer, so individuals are urged to make the commitment to safeguard their health. The American Academy of Dermatology 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

The WDS "Play Safe in the Sun" campaign at LPGA tournaments recently received the prestigious national award, the Gold Triangle, from the American Academy of Dermatology (AAD). The recent Skin Cancer Screenings are part of the AAD's National Skin Cancer Volunteer Screening Initiative.

Funding for "Play Safe in the Sun" at the ShopRite LPGA Classic was generously provided by Schering-Plough, which also contributed sunscreen products, along with Del Ray Dermatologicals, Procter & Gamble and OrthoNeutrogena.

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. For further information, visit: www.womensderm.org.



JUNE 3RD DECLARED PLAY SAFE IN THE SUN DAY! Displaying the proclamation by Atlantic City Mayor, Robert Levy, are event co-chairs, Dr. Linda Susan Marcus and Dr. Sandra Vause.