



DATE: April 5, 2007

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**RECORD CROWDS OF SUN-SOAKED GOLF FANS
BENEFIT FROM PHOENIX DERMATOLOGISTS
EFFORT**

***3RD YEAR ANNIVERSARY OF WOMEN'S DERMATOLOGIC
SOCIETY'S ACCLAIMED "PLAY SAFE IN THE SUN"
OUTREACH HITS COURSE RECORDS AT LPGA SAFEWAY
INTERNATIONAL***

Phoenix, Arizona (April 5, 2007) —In a state where citizens face twice the risk of developing melanoma, a team of Phoenix dermatologists representing the Women's Dermatologic Society (WDS) recently reached out to 108,000 golf fans with its award-winning "Play Safe in the Sun" program, promoting sun safety and skin cancer prevention to record numbers of an at-risk population enjoying the LPGA Safeway International at Superstition Mountain. Jeanette Pitts, MD, Division Head, Dermatologic Surgery, Mayo Clinic Arizona and Suzanne Connolly, MD, former chair of the Mayo Clinic AZ Department of Dermatology and Vice President of WDS, co-hosted the community service outreach--- leading a volunteer team of

dermatologists, residents, nurses and corporate representatives through three days of skin cancer screenings for LPGA TOUR players, caddies, members of the media and golf fans. WDS members from the Greater Phoenix area conducted 373 screenings of attendees and golfers, and identified a significant number of suspicious lesions.

Under sun-drenched desert skies, volunteers distributed a record 15,000 free sunscreen samples and sun safety educational materials to the demographically diverse tournament visitors. Phoenix dermatologists who volunteered their time for the screenings and educational outreach include: Jeanette Pitts, MD, co-host; Kelli Ingram, MD; Susan Laman, MD; Jennifer Linder, MD; Kathy Lim, MD; Megan Machuzak, MD; Xuan Nguyen, MD; Susan Pardee, MD; and Selma Targovnik, MD. Additional volunteer support was provided by: Dianne Shaw Cummins, RN; Jan Johnson, RN; Deb Lorsung, LPN; Bill Karlin; Rita Karlin, RN; Tianna Ortiz, MA, Vicki Reski of Johnson & Johnson, and JoAnn Roberts.

Key messages of the "Play Safe in the Sun" campaign teach people of all skin types to properly and

regularly apply a golf-ball size amount of broad-spectrum sunscreen (UVA and UVB protection) with an SPF of 30 or higher, re-applied every nine holes, or every two hours. As Dr. Jennifer Linder and Dr. Jeanette Pitts pointed out in two local television news appearances, when making sunscreen selections, look for products that contain at least one of the following four UVA blocks: avobenzone, titanium dioxide, zinc oxide or ecamsule. In addition to frequent sunscreen use, people are urged to wear sun-protective clothing, hats and sunglasses, and visit their dermatologists at least once a year for a thorough skin examination.

This latest outreach marks the ninth LPGA tournament at which WDS has presented "Play Safe in the Sun" for the health benefit of golfers and fans in regions across the United States. The initiative is chaired by WDS Executive Board member Wendy Roberts, MD of Rancho Mirage, CA, who has led this national effort from its inception in 2004. In 2005, "Play Safe in the Sun" was awarded the prestigious "Gold Triangle" award by the American Academy of Dermatology. All tolled, 100 WDS members in nine cities around the US have screened 2,361 golf enthusiasts at LPGA tournaments as a community service geared for a segment of the population which, according to

American Academy of Dermatology surveys, face a heightened risk of developing skin cancer compared to other athletes.

Funding for "Play Safe in the Sun" at the LPGA Safeway International was generously provided by LaRoche-Posay, Medicis, The Dermatology Company and Doak Dermatologics. Blue Lizard, Johnson & Johnson, OrthoNeutrogena, Procter & Gamble and the SHADE Foundation furnished sunscreen product contributions.

The Women's Dermatologic Society will next present "Play Safe in the Sun" at the upcoming McDonald's LPGA Championship in Havre de Grace, Maryland, June 7-10, 2007.

For more information, visit:

www.womensderm.org/playsafeinthesun.

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.