



**DATE:** June 6, 2007

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**WOMEN'S DERMATOLOGIC SOCIETY  
VOLUNTEERS TO HELP GOLF LOVERS  
"PLAY SAFE IN THE SUN" AT MCDONALD'S  
LPGA CHAMPIONSHIP WITH AWARD-  
WINNING OUTREACH SERVICE**

**Huge Outdoor Crowds To Benefit From Free Skin Cancer  
Screenings and Sun Safety Campaign in Havre De Grace,  
MD**

**Havre de Grace, MD (June 6, 2007)—As part of a nationwide effort by the Women's Dermatologic Society (WDS) to help Americans "Play Safe in the Sun," a volunteer team of Maryland and Washington, DC-area member dermatologists will offer free skin cancer screenings and sun safety education for the higher-risk golfing community at the McDonald's LPGA Championship at Bulle Rock Golf Club, Havre de Grace, June 8-10, 2007. This LPGA outreach, the tenth of its kind since the WDS program's inception in March 2004, will be co-hosted by WDS Board members Cheryl Burgess, MD, Medical Director of the Center for Dermatology and Dermatologic Surgery,**

**Washington DC, and Valerie Callender, MD, private practice dermatologist, Mitchelville, MD. Several Maryland and DC dermatologists, nurses and corporate representatives will volunteer during the weekend to provide tournament visitors with free skin cancer screenings, Dermascan assessments, sunscreen giveaways and educational materials.**

**Board-certified Maryland dermatologists will offer free skin cancer screenings for tournament visitors at the following times in the Women's Dermatologic Society tent:**

- **Friday, June 8: 12:30 pm-3:30 pm**
- **Saturday, June 9: 9:30 am-3:30 pm**
- **Sunday, June 10: 9:30 am-3:30 pm**

**Newly elected Havre de Grace Mayor Wayne Dougherty will personally present a proclamation to the WDS co-hosts in recognition of the local volunteer outreach and declare Friday, June 8 as "Play Safe in the Sun Day" to encourage citizens to practice sun safety as a way of life.**

**The Women's Dermatologic Society presents the "Play Safe in the Sun" community service outreach to the public at a time when:**

- **Skin cancer ranks as the most common form of cancer in America, with more than one million new diagnoses expected in 2007.**
- **Skin cancer is the fastest-growing type of cancer among 18-29 year olds.**
- **Studies have shown that golfers face a heightened risk of developing skin cancer due to prolonged sun exposure and cumulative sun damage.**

**Given the fact that overexposure to the sun is the primary and most preventable cause of skin cancer, people of all ages and skin types are urged to make the daily and year-round commitment to protect their skin and safeguard their health. Play Safe in the Sun co-host Dr. Callender, Faculty member of Howard University College of Medicine, points out that people can still enjoy their time spent outdoors, with the proper precautions and attention to the details of sun protection. "Be sure to use a golf ball size-amount of a broad-spectrum (UVA and UVB) sunscreen with an SPF of 15 or higher at least 15 minutes before going out, and re-apply every two hours—that's every nine holes if you're out playing golf," comments Dr. Callender. Co-host Dr. Burgess, Assistant Clinical Professor at Georgetown University and George**

**Washington University Hospital, reminds people to take sun safety a step further by wearing sun protective clothing, sunglasses and a wide-brimmed hat—even on cloudy days when the sun’s harmful rays can still penetrate through the skin. “All skin types should seek shade whenever possible, and see a dermatologist for thorough skin checks at least once a year,” advises Dr. Burgess.**

**The WDS “Play Safe in the Sun” campaign at LPGA tournaments earned the American Academy of Dermatology’s (AAD) prestigious national “Gold Triangle” award in 2005. The upcoming Skin Cancer Screenings are part of the AAD’s National Skin Cancer Volunteer Screening Initiative. The WDS community outreach service, chaired by WDS Executive Board member Wendy E. Roberts (Rancho Mirage, CA), reports a significantly high overall referral rate of 42% for further diagnosis or biopsy since the golf tournament screening program began in March 2004.**

**Funding for “Play Safe in the Sun” at the McDonald’s LPGA Championship is generously provided by Medicis, The Dermatology Company, Doak Dermatologics and La Roche-Posay. Product contributions are furnished by Blue Lizard,**

**Hawaiian Tropic, Johnson & Johnson, OrthoNeutrogena, Procter & Gamble, and the SHADE Foundation.**

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

**WHO: Volunteer dermatologists representing the Women's Dermatologic Society co-hosted by Dr. Cheryl Burgess (DC) and Dr. Valerie Callender (Mitchelville, MD)**

**WHAT: Free Skin Cancer Screenings and Sun Safety Education at McDonald's LPGA Championship**

**WHERE: Bulle Rock Golf Club, Havre de Grace, MD, Women's Dermatologic Society Expo Tent**

**WHEN: Fri 6/8 (12:30pm-3:30pm); Sat 6/9 and Sun 6/10 (9:30am-3:30pm)**

**INFO: CONTACT 877-WDS-ROSE (937-7673)**

*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](http://www.womensderm.org).*