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## **Leading National Experts on Healthy Skin to Give Media Full Swing into Sun Safety Monday, May 16, 3 pm at Chelsea Piers Golf Clubhouse**

***LPGA TOUR Golf Professional Joins in Cause to Help Curb US Skin Cancer Epidemic***

(New York City) An expert panel of the nation's leading women dermatologists will "Swing into Sun Safety" with LPGA TOUR golf professional **Angela Jerman** in a golf-themed media conference offering the latest tips and techniques for healthy skin, free skin cancer screenings and a golf swing clinic on **Monday, May 16 at 3 p.m. at Chelsea Piers Golf Clubhouse in New York**. Presented by the **Women's Dermatologic Society (WDS)** in conjunction with National Melanoma/Skin Cancer Detection and Prevention Month, the media event will shed light on how outdoor sports enthusiasts can help prevent skin cancer and achieve healthier skin through vigilant sun protection and a commitment to early detection. **Jerman**, an up-and-coming third-year LPGA TOUR player, has joined the WDS in a united effort to spread the word among golf enthusiasts to "Play Safe in the Sun".

### **The presenting dermatologic authorities include:**

~**Dr. Sandra Read**, (Washington, D.C.) Immediate Past President, WDS and Chair, U.S. National Capitol Screening: ***"What Exact Sunscreen is Right for You?—Fact vs. Myth"***;

~**Dr. Jean Bologna** (New Haven, CT), President, WDS: ***"The Consequences of Too Much Sun—More than Photo-Aging"***;

~ **Dr. Fran Cook-Bolden** (New York), Author of *Beautiful Skin of Color: "Sun Protection and Skin Care for Multi-Ethnic Skin"*;

~**Dr. Wilma Bergfeld** (Cleveland,OH), Past President, American Academy of Dermatology and Founding President, WDS: ***"Golf Legs—Do You Have Them? What to Do!"***;

~ **Dr. Wendy Roberts** (Rancho Mirage, CA), President, California Society of Dermatology and Dermatologic Surgery, ***"How to Prepare your Skin for Vacation."***

*Current skin cancer statistics point to the urgent need for active Americans to take greater precautions to guard against the risks of prolonged sun exposure.*

~ ***An estimated one million new cases of skin cancer will be diagnosed in 2005.***

~ ***Skin cancer is now the leading form of cancer for young women ages 25--29.***

~ ***Golfers face a heightened risk of developing skin cancer, according to American Academy of Dermatology surveys.***

~ *In light of the fact that prolonged sun exposure is the primary and most preventable cause of skin cancer, WDS President Dr. Jean Bologna states that **"The Women's Dermatologic Society is fully committed to educating the public via the media as to how to "Play Safe in the Sun."***

**Transportation will be provided to the "Swing into Sun Safety" event, which begins at 3 p.m. on Monday, 5/16** with the dermatologic panel/ Q & A, followed by free skin cancer screenings for media representatives conducted by Board-certified New York WDS dermatologists and a golf swing clinic led by LPGA TOUR pro Angela Jerman at the Chelsea Piers driving range. Sun-protective golf wear from Lizgolf by Liz Claiborne and skin cancer educational materials will be displayed. Attending media will have the chance to win a grand prize getaway drawing. **For reservations and transportation arrangements, contact Tamra Bidegary, 1-877-WDS-ROSE by April 22.**

**"Swing into Sun Safety"** Media Day is sponsored by Dermik Laboratories, whose collaborative work with the WDS facilitated Angela Jerman's role as national spokesperson for the WDS "Play Safe in the Sun" outreach campaign at LPGA tournaments around the country. Transportation to Chelsea Piers Golf Clubhouse will be provided courtesy of Doak Dermatologics. Further support for the media outreach is provided by Ortho Neutrogena and Del-Ray Dermatologicals. Product donations provided by: Procter & Gamble; Doak Dermatologics; Del-Ray Dermatologicals; Dermik Laboratories; Lizgolf by Liz Claiborne; Taylor Made Golf; and Golf Digest.

*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). Contact Kerry Parker, Executive Director, 1-877-WDS-ROSE (937-7673).*