



Women's Dermatologic Society

NEWSLETTER

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Members of the media attended "WDS Media Day" to learn more about sun safety for possible use in their publications. Editors from Allure, Real Simple, Self, Figure, Shape, Good Housekeeping, Family Circle, Health, Essence, Cosmopolitan, Golf Digest, Golf for Women and several representatives of dermatology trade publications attended.

WDS Media Day In New York: A Huge Success

WDS broke new ground with its first ever Media Day held on May 16, 2005 at Chelsea Piers in New York City. The purpose of the event was to promote the "Play Safe in the Sun at LPGA" campaign that WDS launched last year and has successfully conducted at five major LPGA tournament sites across the U.S.

The event opened with presentations on sun safety and skin health by Drs. Jean Bolognia, Sandra Read, Wilma Bergfeld, Fran Cook-Bolden, and Wendy Roberts (who spearheaded the event).

Following the presentations, media guests were treated to a gourmet reception and free skin screenings conducted by Drs. Diane Berson, Alison Gruen, Brigitte

Holder, and Nicole DeYampert. Dr. Karen Burke also assisted with the event meeting members of the media. Media interviews were conducted throughout the event. Members of the media received gift bags and packages containing a CD-ROM of each of the presentations.

In addition, just prior to Media Day, WDS learned that it would receive the AAD's Gold Triangle Award on July 21, 2005 at the Hyatt Regency in Chicago.

The WDS Play Safe in the Sun at LPGA Campaign and Media Day event was made possible through the generous contributions of industry partner Dermik Laboratories, whose collaborative work with the WDS facilitated Angela Jerman's role as national



Dr. Fran Cook-Bolden was one of the dermatologists who presented to the media representatives at Media Day.



On the Chelsea Piers Golf Driving Range, PGA Pro Angela Jerman conducts a "swing clinic" for the editors who attended Media Day where she analyzed swings and provided golf tips.

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