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**ACTING U.S. SURGEON GENERAL, RADM BORIS D. LUSHNIAK, MD, MPH, TO
RECEIVE APOLLO AWARD AT LIVE SUNSMART'S PLACES IN THE SUN GALA
ON MAY 15TH**

***Peter King, Sports Illustrated Columnist, Founder of SI.com's MMQB, NFL Analyst and
Author to Receive Carnevale Spirit Award***

JERSEY CITY, NJ, April 16, 2014—On Thursday, May 15th Acting U.S. Surgeon General Rear Admiral Boris D. Lushniak, MD, MPH, will receive the Live SunSmart Apollo Award. He will be introduced and presented the award by [Name TBD] at the organization's third annual Places in the Sun Gala.

Additionally, Peter King, *Sports Illustrated* columnist and founder of SI.com's The MMQB, Sunday Night NFL analyst, and author, will receive the organization's Carnevale Spirit Award from ESPN's Adam Schefter.

“One out of five people in the U.S. will develop a form of skin cancer during his/her lifetime, making it the number one diagnosed cancer but, luckily, when detected early, it is one of the most treatable,” said Teri Festa, Executive Director for the Live SunSmart Foundation who lost her father, Ray, at the young age of 53 to melanoma in 1992. “We are very fortunate to have a dermatologist as our Nation's Acting Surgeon General. He is as passionate as we are in our quest to increase awareness about skin cancer prevention and the importance of early detection.”

Festa went on to say, “We are also so pleased to recognize Peter for his many years of Community Service dedicating his time to enriching the lives of children and supporting our military. We couldn't have two finer candidates for these awards.”

Rear Admiral Lushniak will receive the Apollo Award, named after the Greek god Apollo, to recognize his work in making the prevention of skin cancer a top priority. . ““I'm honored to be recognized by the Live SunSmart Foundation,” said the Acting Surgeon General.

“Skin cancer continues to be the most commonly diagnosed cancer in the United States, and most cases are preventable. I applaud the work that Live SunSmart Foundation and others are doing to bring attention to this critical issue.”

Mr. King will receive the Carnevale Spirit award for his volunteer work with national and local organizations including the Wounded Warrior Project, Habitat for Humanity, and Youth Travel Softball. This Award is given in honor of the memory of Tony and Dorothy Carnevale, both gracious and devoted volunteers who positively impacted their community through many altruistic endeavors.

This Award is bestowed upon someone whose outstanding service to his/her community has helped define and shape its character.

“I am humbled by Live SunSmart Foundation’s recognition because of the great respect I have for the work of the foundation,” said Peter King. “This is also important to me because I’ve had two significant melanoma surgeries, and I have to be cognizant of skin care every day of my life now.”

This year’s Live SunSmart Foundation Places in the Sun gala will be held at Maritime Park at 84 Audrey Zapp Dr. in Jersey City. Tickets for the event are \$150 and include a cocktail reception which begins at 6:30 p.m. and a dinner at 8 p.m. Attire is summer chic and entertainment will include music by Republic Records artist Rachel Taylor, a "Roll to Win Wheels" contest, an online and day-of-event auction, a strolling magician, a beer garden, and a Sephora Bronzing Bar. Sponsors include Brooklyn Brewery, Grey Goose and Republic Records among others.

For tickets to the Live SunSmart Foundation Places in the Sun gala, or to learn more about sponsorship and journal ad opportunities, or to participate in other Live SunSmart Foundation activities, call 973.744.3557 or visit www.livesunsmart.org.

About the Live SunSmart Foundation:

The Live SunSmart Foundation (formerly the Ray Festa Melanoma Foundation), a 501c3, began in January 1993. Their mission is to teach everyone – no matter their race, color, age, gender or ethnicity – how to live safely with the sun by making the application of sunscreen and other sun safe practices a normal part of people’s everyday routine. www.livesunsmart.org