



For Immediate Release

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Look SunSmart™

Sunglasses Make the Leap from Fashion Staple to Protective Necessity

MONTCLAIR, NJ June 18, 2011. Though sunglasses have long been a fashion staple, evidence shows that they now play a crucial role in protecting our eyes from damaging UV rays. The same melanin skin pigment that causes melanoma can also show up in the eye—often with more lethal results. According to the FDA, exposure to UV radiation can cause irreversible damage to the eyes. Toward that end, the Ray Festa Melanoma Foundation--in partnership with the Sunglass Hut Store in Deptford, NJ—rolled out Look SunSmart, a program that encourages the proper use of sunglasses to protect one's eyes from UVA and UVB damage. To provide maximum protection from UV light, eye doctors recommend wearing sunglasses that have broad spectrum (UVA and UVB) protection and also ones with wraparound frames to block light from the sides. In addition to regular dermatological exams, the Foundation also recommends regular eye screenings for melanoma.

Participants in the Look SunSmart event at the Sunglass Hut were given information about the risk factors of melanoma of the eye, tips on proper use and care of protective sunglasses, and encouraged to get regular eye exams. A Complexion Analysis machine was onsite to give participants a clear picture of the damage already done to their skin—and potentially their eyes.

SAVING LIVES THROUGH AWARENESS

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The Ray Festa Melanoma Foundati

Memorandum

The development of Look SunSmart marks the national expansion of the Ray Festa Melanoma Foundation's mission to educate everyone about early detection and prevention of melanoma. The Ray Festa Melanoma Foundation (www.rayfesta.org) is a non-profit organization dedicated to educating everyone on the importance of early detection and the prevention of melanoma. Founded in honor of Ray Festa, who was fatally stricken by melanoma at age 53, the foundation's primary focus is on melanoma awareness, education and outreach.

For more information about the Look SunSmart program, or the Ray Festa Melanoma Foundation, contact Executive Director Teri Festa, teri@rayfesta.org or 973-744-3557.

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About the Ray Festa Melanoma Foundation (www.rayfesta.org)

The mission of the Ray Festa Melanoma Foundation is to educate on the importance of early detection and the prevention of melanoma. As a youth-targeted organization, we strive to change behavior and make the act of applying sunscreen to become as commonplace as wearing a seatbelt. Much of this work is being done by aligning with sports leagues, teams and athletes. Ray Festa died of melanoma in 1992 at the young age of 53. He was diagnosed too late. His family took their unfortunate story and, along with others, formed the Foundation to both honor his memory and help save others from his regrettable fate. For additional information, interviews and press kits, contact Teri Festa at teri@rayfesta.org or 973.744.3557. Find us on Facebook and Twitter

About Melanoma

Melanoma is a malignant tumor of melanocytes which are found predominantly in skin but also in the bowel and the eye. Malignant melanoma is a serious type of skin cancer that causes the majority of skin cancer related deaths. It is due to uncontrolled growth of pigment cells, called melanocytes. Despite many years of intensive laboratory and clinical research, the sole effective cure is surgical resection of the primary tumor before it achieves a Breslow thickness greater than 1 mm.