



FOUNDATION

551 Valley Road – ste 136, Montclair, NJ 07043 livesunsmart.org

For Immediate Release

Media Contact:

Teri Festa
201.563.5404
Teri@rayfesta.org

Coach Bill Cowher Receives Apollo Award from Live SunSmart Foundation at the Places in the Sun Gala

NFL Commissioner, Roger Goodell presents Award to Cowher

Montclair, NJ, May 30, 2013 – The Live SunSmart Foundation (www.LiveSunSmart.org) presented their inaugural Apollo Award to Coach Bill Cowher for his outstanding support and continued advocacy for skin cancer awareness. Cowher learned first-hand about the devastating impact melanoma can have on a family when he lost his wife, Kaye, to the disease in 2010. Ever since then, Bill has made it his personal mission to educate the public about melanoma and its risk factors, and to encourage people to take a more active role in their skin health. Through his work with Melanoma Exposed, he is helping to bring awareness of melanoma to the NFL and its fans by sponsoring free skin screenings at stadiums across the country. Recent surveys reveal men are twice as likely as women to die from melanoma--often because they don't bother to get screened. By bringing the screenings to the stadiums, Bill is hoping to curb that trend.

"When searching for the ideal candidate to receive the Live SunSmart Foundation's inaugural Apollo Award, we couldn't think of a better choice than Bill Cowher", said Teri Festa, Executive Director of the Live SunSmart Foundation. She went on to say, *"Every step Bill takes to educate the public and raise awareness aids us in our collective fight to reduce the incidences of melanoma."* As a former NFL coach, Bill is keenly aware of the dangers of unprotected exposure to the sun. Like any great coach, Bill has come up with his own "Coach's Game Plan" to raise awareness. It's simple and direct, just like he is: Screen, Protect, Know, Tell. Bill wants the public to get screened, protect oneself in the sun, know the facts about melanoma and its risks, and tell others by spreading the word.



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As a true testament to his hard work and dedication to this very personal and important message, NFL Commissioner, [Roger Goodell](#) introduced him and presented the award to Coach Cowher in front of a crowd of approximately 200 at Maritime Parc Restaurant in Jersey City, NJ.

The Apollo Award recognizes the contributions of individuals who advance the message of the Live SunSmart™ initiative and serve as role models to the public for leading and advocating for a SunSmart lifestyle. The awards committee felt that Coach Cowher absolutely captures the essence and spirit of this award. The Greek God Apollo, recognized as the god of light and the sun, was an oracle who delivered wise counsel to his followers and embodied the ideals of truth and prophecy. As such, the award recipient serves as an ambassador for helping educate his/her community about the importance of the prevention and early detection of melanoma and other skin cancers.

Expert Master of Ceremonies, CBS Evening News Anchor, [Jim Axelrod](#) repeated his role and moved the evening along with the finesse and grace of a true host. Legendary Sportscaster, Spencer Ross conducted the Live Auction of unique and remarkable experiences.

The Places in the Sun Gala was an evening like no other with fantastic entertainment and delicious food in a spectacular setting overlooking the Manhattan skyline. Guests had the opportunity to mingle with the honoree as well as other celebrities (George Oliphant, Bart Oates, Brian Kelly, Johnny Campbell, John MacLean, Larry Berra, Gil Hodges, Jr., Bruce Harper, Jackie “The Jokeman” Martling, Mary Alice Williams, Roma Torre) who then became the table hosts and shared stories of their career.

The cocktail party was chock full of fun and interactive entertainment. The event featured a Roll to Win Wheels dice game where participants had the chance to WIN A MODEL YEAR 2014 smart Cabriolet compliments of [smart center Englewood](#)! Simultaneously, there was a roving magician, the fabulous [Michael Chaut](#), and a silent auction with unbelievably unique experiences. For those who like the look of being tan but are SunSmart enough not to bake themselves, [ULTA](#) set up a Bronzing Bar to splash guests with a refreshing touch of bronzers to give them that "sunkissed" glow. Fedway Distributors hosted a Whiskey Bar with a Whiskey Master to explain the intrigue and mystery behind every blend. What better accompaniment to this then to have a custom hand-rolled cigar. [Fume Cigar Shop and Lounge](#) of Montclair, NJ was there to impart their cigar wisdom.



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Finally, we capped the evening with entertainment provided by Universal Republic Records. NBC's The Voice's, [Vicci Martinez](#), enchanted the audience with her nods to soulful folk and classic rock with an immortal R&B groove beneath everything.

The Live SunSmart Foundation hosts their Places in the Sun Gala every year in the month of May – Melanoma Awareness month.

For more information, visit www.livesunsmart.org. If you are interested in becoming a sponsor, a volunteer or making a donation, you can call the office at 973.744.3557 visit the website.

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About the Live SunSmart Foundation (www.LiveSunSmart.org)

The Live SunSmart programs are dedicated to enlightening everyone on the importance of early detection and the prevention of skin cancer. The risk of developing melanoma increases with age, but nonetheless the disease frequently affects young, otherwise healthy individuals. In fact, melanoma is the most common cancer in young adults aged 20-30 and the primary cause of cancer death for women aged 25-30 years. It is just as important to reach young males as men are twice as likely as women to die from melanoma. We strive to change behavior and make the act of applying sunscreen to become as commonplace as wearing a seatbelt is today. Much of this work is being done by aligning with sports leagues, teams and athletes. 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. One person every hour dies of melanoma and

About Vicci Martinez

Touring the country for almost a decade with Sting, Annie Lennox and others, it was in 2011 when NBC's The Voice came calling and opened doors for the next phase of her career beginning with her Universal Republic Records debut album, VICCI.