



For Immediate Release

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Free Skin Cancer Screening for Montclair High Students is Back Bigger and Better

May is skin cancer awareness month

Early Detection is the key to survival

Montclair, NJ, May 10, 2010 – Ray Festa Melanoma Foundation (www.rayfesta.org) is pleased to announce that after an extremely successful first year, the Free Skin Cancer Screening at Montclair High School is back this year and it is bigger and better. In 2009, there was a tremendous turnout of students and staff and the event attracted news coverage throughout the area including WCBS-TV

(<http://wcbstv.com/video/?id=128239@wcbstv.dayport.com>) . The results showed that more than half of those screened were given the “all-clear” but 33% of those examined were referred to their own dermatologists for a follow-up exam. In either case, all of the participants left with a much greater knowledge and awareness of the importance of taking care of their skin.

This year the **Free Screening** will be on Tuesday, May 18th from noon – 5p at Montclair High School . Once again, the MHS Student Chapter of the RFMF, in collaboration with the Montclair Public Schools and the Health and Wellness Partnership, has organized the skin screening at the High School for their fellow high school classmates, teachers and staff.

SAVING LIVES THROUGH AWARENESS

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The Ray Festa Melanoma Foundation is a registered 501(c)3 20-4126123



Memorandum

Sadly, one in 150 people will be diagnosed with melanoma this year and about 48,000 will die from it in the United States. Not long ago, that number was 1 in 1,000. The numbers are staggering and since there is no known cure for this form of cancer, the best defense is early detection. If a suspicious mole is removed before it has progressed below the top layer of skin, the chances of a full recovery are very high. Melanoma is not limited to adults. Unfortunately, melanoma strikes people as young as 12 years old and evidence shows that it is more prevalent in those that have extended exposure to the sun. "As normal high school students, our children spend a lot of time outdoors socializing, playing sports, and even purposefully tanning themselves. All of this greatly increases their risk of getting melanoma." warns Dr. Danny Groisser of The Dermatology Group and Medical Director of RFMF. He goes on to say. *"We strongly encourage you to have your child take part in this free screening. The exam will take approximately 10 minutes and be performed by a medical team comprised of local dermatological professionals including myself."* All procedures and forms are strictly governed by the standards of the American Academy of Dermatology.

Mary Ellen Burke, of Continental Airlines, one of Ray Festa Melanoma Foundation's founding sponsors and an active Board Member of the Foundation, describes the RFMF as *"an expanding powerhouse aimed to enlighten people and raise awareness about the detection and prevention of the dangerous cancer, melanoma. I am so proud to be involved in this foundation as it strives to empower everyone with the knowledge and tools to prevent the disease."*

"You're never too young to start taking care of your skin—and this includes protecting your skin from the sun." says Bobbi Brown of Bobbi Brown Cosmetics and Board member of the Ray Festa Melanoma Foundation, *"The timing of this event is scheduled to coincide with Skin Cancer Awareness month and the start of the summer beach and pool season. Skin cancer is the most prevalent of all cancers and getting*

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just one blistering sunburn in your life can double your chances of getting melanoma. No matter what your age, you should wear sunscreen every day and get regular skin cancer screenings."

Teri Festa, President of the Ray Festa Melanoma Foundation said, *"We are very excited about the progress we've made in this past year. We are committed to encouraging everyone to participate in outdoor activities and educating them on how to enjoy the sun in a responsible healthy way. The cooperation we received from Montclair Public School system and MHS last year has led to scheduling several more screening throughout the region this year and hopefully with the support of additional corporate sponsors we will be able to fully penetrate our community and beyond."*

It is the organization's desire to engage young people and educate them on the importance of early detection and the prevention of melanoma. The RFMF wants all people to have fun in the sun but to be smart about it. They encourage young people to participate in outdoor sports. As a youth-targeted organization, they are fun and energetic in their quest to educate everyone to the point where applying sunscreen becomes as commonplace as wearing a seatbelt is today. Much of this work is being done by aligning with sports leagues, teams and athletes.

There are 5 easy steps to prevent melanoma.

- 1) Use sunscreen of SPF30 or higher
- 2) Apply sunscreen every 6-8 hours or after swimming or perspiring
- 3) During summer months, avoid the sun between to hours of 11a – 1p and wear a hat
- 4) Stay away from sunlamps and tanning beds
- 5) Get a skin screening exam by a board certified dermatologist

If you are interested in becoming a sponsor or to get more information on this event as well as the Foundation, you can call the office at 973.744.3557 or visit rayfesta.org.



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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 is today. 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 rayfesta.org, Facebook and Twitter

About Ray Festa.

Ray Festa was born, raised and remained a lifelong resident of Montclair, New Jersey. A 1957 Montclair High School graduate, Ray was an outstanding athlete and a committed leader in all aspects of high school life. As an adult, Ray was the owner of Ray's Luncheonette, a beloved lunch spot for many MHS students and all members of the community. Ray's Luncheonette became a gathering place for fun, for conversation, for community involvement and for relaxation – all in a wholesome, friendly environment. Ray's business embodied his values – family, civic responsibility, sports, and the development of young people – and Ray became a large part of the fabric of the Montclair community. At the young age of 53, Ray was taken from family and friends as a result of melanoma. The Ray Festa Melanoma Foundation was created to support the furtherance of Ray's values throughout his community and around the country.

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.

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