



For Immediate Release

Media Contact:

Lawrence Kopp/ Chris Bastardi
The T.A.S.C. Group 646-723-4344
larry@thetascgroup.com
chris@thetascgroup.com

Ray Festa Melanoma Foundation Pleas to Educate Rosie O'Donnell on the Proper Way to Enjoy the Sun

Rosie Makes Irresponsible Remarks on Rachel Ray Show, Saying She “lives to tan” and “in the sun as often as possible” Without Protection

MONTCLAIR, NJ--December 2, 2009 – The Ray Festa Melanoma Foundation (www.rayfesta.org) requests that Rosie O'Donnell apologize for the remarks she made during her appearance on The Rachel Ray Show on Friday, October 30th.

While on the show, and in her characteristic attempt to be funny, O'Donnell commented that “exposure to the sun isn't dangerous and that she ‘lives to tan,’” explained Teri Festa, president of the Ray Festa Melanoma Foundation. The Ray Festa Melanoma Foundation would like the opportunity to educate Ms. O'Donnell on sun safety and further requests that she make a public service announcement retracting her previous statement. Ms. O'Donnell, like many public figures, has a great influence on the general population. Her statement was ill-informed and her viewers deserve to be knowledgeable about the risks of unprotected sun exposure.

SAVING LIVES THROUGH AWARENESS

551 Valley Road
Suite 136
Upper Montclair, NJ 07043

O. 973.744.3557
F. 973.302.8466
rayfesta.org

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



“We recognize that Ms. O’Donnell was trying to be funny, but making a joke about excessive unprotected sun exposure is irresponsible and a public health concern.” says Dr. Danny Groisser, Board Certified Dermatologist and Medical Director of the Ray Festa Melanoma Foundation.

Skin cancer is the most commonly diagnosed cancer in America, accounting for more than 1 million new cases per year and 48,000 deaths annually. Sun exposure increases the risk of skin cancer, especially for people with fair skin.

“We’re stunned and dismayed at Rosie O’Donnell’s comments. ” Going out into the sun without protection is as foolish as having sex without protection. Both can have life ending consequences.” cautions Marisa Acocella Marchetto, Author/ Founder of Cancer Vixen and Advisory Board Member of the Ray Festa Melanoma Foundation as well as cartoonista/activista for New Yorker and Glamour Magazines.

Fortunately, most skin cancer can be prevented by practicing sun protection. Research also shows that not only does sun protection reduce one’s risk of developing skin cancer, but it also may decrease the likelihood of recurrence.

Studies have shown that receiving even one sunburn during childhood significantly raises a person’s lifetime risk. Receiving one blistering sunburn increases the risk of melanoma by six times.

The Ray Festa Melanoma Foundation encourages everyone to enjoy a healthy lifestyle that includes outdoor activities but wants to convince people to change their behavior to include the application of sunscreen every day. It is their quest to educate everyone on the importance of taking the necessary precautions when exposed to the sun. The five simple steps to melanoma prevention are:

- Use Sunscreen of 30 SPF all year round
- Apply Sunscreen every six to eight hours and immediately after exercise or swimming
- During summer months, avoid sun between the hours of 11am and 1pm and wear a hat
- Stay away from sunlamps and tanning beds
- Get a Baseline exam from a Board Certified Dermatologist

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For additional information, interviews and press kits, contact Teri Festa at 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.

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