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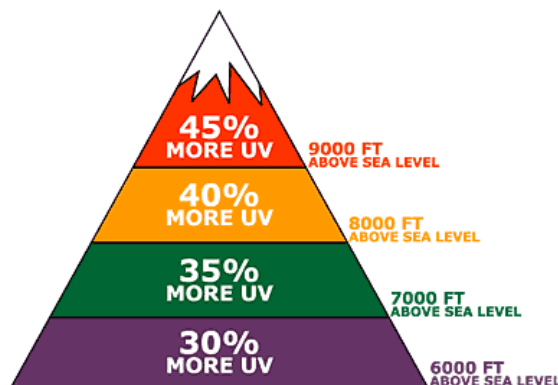
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Ski SunSmart™ Program Launches at CarniVail This Week

Ray Festa Melanoma Foundation promotes sunscreen usage as part of skiers' and snowboarders' mountain fun

Montclair, NJ - March 7, 2011 – The Ray Festa Melanoma Foundation (RFMF) (<http://www.rayfesta.org/>) launches its national Ski SunSmart™ program March 11 – 12 at CarniVail where volunteers will give away 50,000 tubes of sunscreen. The program's goal is to make the application and reapplication of sunscreen a normal routine for skier and snowboarders.

"We felt Vail is the perfect place and CarniVail the perfect event for the Ray Festa Melanoma Foundation to launch our national awareness program because it speaks to a crowd of outdoor enthusiast in a world class resort and fun environment" said Teri Festa, President of the Ray Festa Melanoma Foundation, "We are very grateful to Vail Resorts as well as Highline Sports and Entertainment for partnering with us to promote the use of sunscreen while participating in outdoor sports. It is very important that we make this a normal part of everyone's pre-slope routine".



SAVING LIVES THROUGH AWARENESS

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

Those on the mountain face an increased risk because not only do 90% of the sun's rays reflect off of the snow, but with every 1,000 feet of elevation, the UV radiation intensity increases by 5 percent. Accordingly, when skiing and snowboarding on a mountain at 9,000 feet, you are exposed to 45 percent more UV radiation than when at sea level.

"Most experienced winter sports enthusiasts know they need to use sunscreen to protect themselves from UV radiation, which can lead to skin cancer," said Festa. "Researchers, however, have discovered there are as many variations in UV levels at ski resorts as there are inconsistencies in the way skiers and snowboarders use sun protection."

The RFMF needs local volunteers to distribute free sunscreen on Vail mountain and around the town of Vail March 11 – 12. For more information, call 201 563 5404.

The RFMF is also looking to open chapters nationwide. For more information on the Ray Festa Melanoma Foundation or the Ski SunSmart Program, visit www.rayfesta.org, email info@rayfesta.org or call 973-744-3557.

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 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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