



For Immediate Release

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National Ski SunSmart™ Program Kicked-Off in Vail, Colorado

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

Montclair, NJ - March 31, 2011 – The Ray Festa Melanoma Foundation (RFMF)

(www.rayfesta.org) launched its national Ski SunSmart™ program at Vail Resort's Mountain and Village hotels in Vail, Colorado where volunteers gave away 35,000 tubes of sunscreen and Ski SunSmart™ educational material at various locations across the resort and mountain. The promotion was part of this year's CarniVail celebration on March 11th and 12th.

"We were excited to have the Ray Festa Melanoma Foundation launch their Ski SunSmart™ program in Vail during the CarniVail celebration," said James Deighan of Highline Sports & Entertainment, the event producer. "It's important that snowsports enthusiasts are educated about their exposure to UV rays while on the mountain, and the Ray Festa Melanoma Foundation's SunSmart™ program makes that information easy to understand and accessible to everyone"

Volunteers intercepted skiers, snowboarders and visiting tourists in ski lift lines, at various booths and at select hotels during the two-week promotion, distributing sunscreen and educating about sunscreen habits, usage and understanding.

SAVING LIVES THROUGH AWARENESS

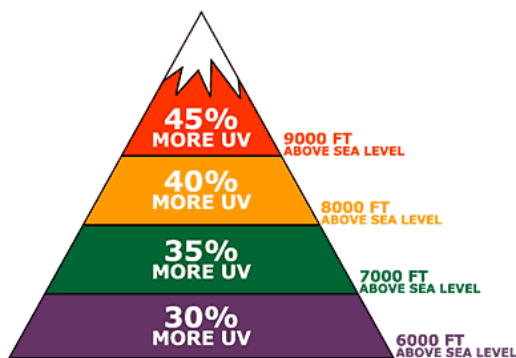
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The Ray Festa Melanoma Foundation is a registered 501(c)3 20-4126123

“We have a lot of work do to especially as it relates to young people”, said Teri Festa, Executive Director of the Ray Festa Melanoma Foundation. Survey results showed even though 85% of snowsporters said they wore sunscreen “usually or always”, only 8% of those aged 12-24 could say the same thing. It was also discovered that re-application must be an issue because 73% of those surveyed admitted to having been sunburned at least once while skiing/snowboarding/snowshoeing.

Skiers, snowboarders and snowshoers face an increased risk of unprotected sun exposure because not only do 90 percent 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 people ski and snowboard at 9,000 feet in elevation, they are exposed to 45 percent more UV radiation than when they’re at sea level. *See Vail Daily Interview here*



This was the inaugural event and the RFMF will continue this program every year to make the application and reapplication of sunscreen a normal routine for skiers and snowboarders. Volunteers from the Denver/Vail Valley area are working with the RFMF National office to open a local chapter so they can continue the Ski SunSmart™ program in Vail while expanding the program throughout Colorado.

For more information on Ski SunSmart or Ray Festa Melanoma Foundation, visit www.rayfesta.org.



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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