



FOUNDATION

A Ray Festa Melanoma Foundation Organization

Mike Geltrude Foundation

For Immediate Release

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SunSmart™ Bowl to Raise Skin Cancer Awareness

Montclair High School and Nutley High School will play on September 28th in honor of Mike Geltrude and Ray Festa who competed in 1956 and now their families have teamed up to help save lives.

Montclair, NJ, September 16, 2013 – The Live SunSmart Foundation (LSSF) and The Mike Geltrude Foundation (MGF) are pleased to announce the creation of the SunSmart Bowl – a high school football game contested between Montclair High School and Nutley High School at Woodman Field on Saturday, September 28th. The event will be an annual match-up ending with the presentation of a perpetual trophy that will be displayed in the winning school's trophy case until the following year.

Mike Geltrude, Nutley High School '59 and Ray Festa, Montclair High School '57, were two quarterbacks who battled against each other on October 13, 1956. It has been many years since these boys competed on opposite sides of the ball and it is their misfortune that brings them together once again, albeit posthumously, 57 years later, this time to play on the same team to raise skin cancer awareness.

"This partnership between the Mike Geltrude Foundation and the Ray Festa Melanoma Foundation (aka Live SunSmart Foundation) has been a long time in coming", said, Teri Festa, Executive Director of the LSSF. "Dan's dad and my father were similar in the fact that both were men who cared deeply about their towns and the kids who lived there. It is a natural partnership that I am confident will do great things together beginning with this tribute game".

SAVING LIVES THROUGH AWARENESS

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

The Live SunSmart Foundation (formerly the Ray Festa Melanoma Foundation), based in Montclair, NJ and The Mike Geltrude Foundation of neighboring town, Nutley, are joining forces to raise awareness on the importance of skin cancer prevention and early detection. The event will include sun smart educational literature and sunscreen will be available to the fans attending the game. Both teams will wear orange ribbons on their helmets as well as orange shoe laces and the cheerleaders will wear orange ribbons to signify solidarity and support of the message. Montclair HS and Nutley HS student-volunteers will be on hand to staff the tables and help spread the word on how to live responsibly with the sun. Some scientists estimate that a child who wears sunscreen everyday will cut his or her risk of developing skin cancer as an adult by as much as 70%.

“We think it is very important to remind people to wear sunscreen all year long so that is why we chose to conduct a sun awareness event in the Fall”, claimed Dan Geltrude of the Mike Geltrude Foundation. “It is amazing to think that Ray and my father played against each other in the same game over 50 years ago and now we are here having lost both of them to the same insidious disease. It supports the ideas that athletes, who spend lots of time outdoors, are at higher risk – especially back then when they didn’t know a lot about sunscreen and other sun protection behaviors.”

“It is our hope – the Live SunSmart and Mike Geltrude Foundations - that before players lace up their cleats or put on their protective padding, they will apply a generous layer of sunscreen to their faces, arms, legs and any other areas of exposed skin,” says Festa.

Montclair Mayor Robert Jackson along with James Earle, principal of MHS, will join Mayor Alphonse Petracco of Nutley and Denis Williams, the NHS principal, to participate in the ceremonial coin toss and at the conclusion of the game, there will be a perpetual trophy presentation by representatives of each Foundation as well as John Porcelli and Joe Piro, the schools’ Athletic Directors.

About the Live SunSmart Foundation:

The Live SunSmart Foundation (formerly Ray Festa Melanoma Foundation) message is clear—we want people to have fun in the sun, but just to do so in a sun smart way. The sun exposure you get today—and over time—can have a profound effect on your future health. Protect yourself year-round by making the proper application of sunscreen a routine part of your day, and encourage your family and friends to do the same. We are all at risk because skin cancer

does not discriminate against color, race, ethnicity or gender. Nobody should ever have to suffer from skin cancer. Just a few simple steps integrated into your daily life can change behaviors that may reduce your risk. For more info visit www.livesunsmart.org

About the Mike Geltrude Foundation:

The Mike Geltrude Foundation is based on the principal of education. Educating youngsters about the dangers of skin cancer, educating athletes to be vigilant when participating outdoors, and encouraging higher education by awarding scholarships. Mike's passion in life was teaching and as a wise man once said – "Great teachers continue to teach long after they are gone." www.mikegeltrudefoundation.org.

For more information or to learn more about the Live SunSmart Foundation or The Mike Geltrude Foundation, visit www.livesunsmart.org or www.mikegeltrudefoundation.org

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