



## For Immediate Release

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**Beauty expert Bobbi Brown and Cartoonista/Activista Marisa Acocella Marchetto aka the Cancer Vixen support the Ray Festa Melanoma Foundation by sharing their ideas on “The Beauty of Prevention”**

*A night talking about how to take control of your health and feel beautiful!*

**MONTCLAIR, NJ—January 21, 2010** – The Ray Festa Melanoma Foundation ([www.rayfesta.org](http://www.rayfesta.org)) is pleased to host The Beauty of Prevention at the Bobbi Brown Studio in Montclair, New Jersey on Thursday, February 4<sup>th</sup> from 6:30p – 9:30p. Join us as Marisa Acocella Marchetto “live cartoons” her conversation about the funny side of how to take charge of your health and feel beautiful. “What happens when a shoe-crazy, lipstick-obsessed, wine-swilling, pasta-slurping, fashion-fanatic, single-forever, about-to-get-married big city girl cartoonist with a fabulous life finds...a lump in her breast?” That’s the question that set **CANCER VIXEN**, Marisa Acocella Marchetto’s graphic memoir of her eleven-month battle with breast cancer, into motion. She will share her experience and how she declared “**Cancer, I am going to kick your butt. And I’m gonna do it in killer 5-inch heels.**”

*“We are extremely excited to host Marisa and Bobbi – two powerful and successful women – at one event to share ideas on how to empower oneself in their own health and look good doing it.” exclaims Mary Ellen Burke, Board member of the Ray Festa Melanoma Foundation.*

**SAVING LIVES THROUGH AWARENESS**

551 Valley Road  
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Upper Montclair, NJ 07043

**O.** 973.744.3557  
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[rayfesta.org](http://rayfesta.org)

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



**Look Good...** Bobbi Brown make-up artists will be on hand to teach you her latest tips on how to apply make-up that makes you look “sun-kissed” and healthy. Plus, enjoy special discounts on Bobbi Brown’s products.

**Feel Good...** Laugh with Marisa as she explains how she faced her challenge of both breast cancer and then melanoma. She’s a woman who fought a disease, kicked its butt, helped others face and conquer cancer, and made some serious life lemonade.

**Do Good...** The Ray Festa Melanoma Foundation is hosting this awareness campaign to educate everyone on the importance of early detection and the prevention of melanoma.

The evening will include light food and refreshments as well as an opportunity for you to have Bobbi and Marisa autograph their respective books. A limited number of tickets (\$50 each) are available online at [www.rayfesta.org](http://www.rayfesta.org).

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.

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.

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Studies have shown that receiving even one sunburn during childhood significantly raises a person's lifetime risk and suffering 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

For additional information, interviews and press kits, contact Teri Festa at [teri@rayfesta.org](mailto:teri@rayfesta.org) or 973.744.3557.

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#### **About the Ray Festa Melanoma Foundation ([www.rayfesta.org](http://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](mailto:teri@rayfesta.org) or 973.744.3557. Find us on Facebook and Twitter

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### **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.

### **About Bobbi Brown**

Bobbi Brown changed the face of makeup—literally—with a handful of lipsticks and a simple philosophy: "Women want to look and feel like themselves, only prettier and more confident." As a freelance makeup artist in the Nineties, Bobbi couldn't find makeup shades or textures that looked natural on a wide range of complexions. Today, Bobbi Brown is CEO of Bobbi Brown Cosmetics. Her products are sold in over 400 stores and twenty countries worldwide

### **About Marisa Acocella Marchetto**

Marisa Acocella Marchetto is a cartoonist for *The New Yorker* and *Glamour*. Her work has also appeared in *The New York Times* and *Modern Bride*, among other publications. She is the founder and chair of the Cancer Vixen Fund at St. Vincent's Hospital in New York City, where she lives and a on the Board of Directors of the Ray Festa Melanoma Foundation

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