



For Immediate Release

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Ray Festa Melanoma Foundation Partners with Children's Miracle Network

RFMF supports Tiki Rocks the Square in NYC on Sept 24th

Montclair, NJ, September 10, 2009 – Ray Festa Melanoma Foundation (www.rayfesta.org) is pleased to announce its support of the 3rd annual Tiki Rocks the Square for Children's Miracle Network on Thursday, September 24th. Tiki will join his New York Giants' standout successor Brandon Jacobs to make a special appearance at Hard Rock Cafe New York. The V.I.P. charity event will benefit Children's Miracle Network (CMN), an organization dedicated to saving and improving the lives of children by raising funds for children's hospitals throughout North America. The evening's festivities will be highlighted by special performances by Island Def Jam recording artists **Fabulous** and **Justin Bieber**.

"We really appreciate the work of Children's Miracle Network and thought this would be a great opportunity to extend the Ray Festa Melanoma Foundation's reach throughout the NY/NJ metro area.", said Linda Festa, Ray's widow. *"Our organization has been around for over 17 years – it's time to broaden the footprint of our mission of **Saving Lives Through Awareness** and what better way to start than in Times Square – the crossroads of the world!"*

With this sponsorship, RFMF will work closely with CMN to establish a melanoma awareness program for the children as well as their caretakers and healthcare workers at the local Metro area children's hospitals within

SAVING LIVES THROUGH AWARENESS

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the CMN hospital network. It is the organization's desire to engage young people and educate them on the importance of early detection and the prevention of melanoma. The RFMF wants all people to have fun in the sun but to be smart about it. They encourage young people to participate in outdoor sports. As a youth-targeted organization, they are fun and energetic in their quest to educate everyone to the point where applying sunscreen becomes as commonplace as wearing a seatbelt is today. Much of this work is being done by aligning with sports leagues, teams and athletes.

For more information visit www.rayfesta.org. There are still a limited number of tickets for this event available for \$125 via www.ticketmaster.com



Tiki Barber and Teri Festa from last year's event

About the Ray Festa Melanoma Foundation (www.rayfesta.org)

The mission of the Ray Festa Melanoma Foundation is to educate everyone 12 years old and up on the importance of early detection and the prevention of melanoma. This serious form of skin cancer afflicts 1 in 150 people each year and accounts for about 48,000 deaths per year. While supporting this most critical research, the RFMF will sponsor community-based efforts including activities and initiatives that foster community gathering and contribute to the development of young people through sports and education. Founded in 1993, RFMF has awarded over 20 college scholarships to deserving MHS students as well as contributed to clinical cancer research at New York Hospital/Weill Cornell Medical Center. For additional information, interviews and press kits, contact **Teri Festa** at teri@rayfesta.org or 201.563.5404. Find us on Facebook and Twitter

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About Ray Festa.

Ray Festa was born, raised and remained a lifelong resident of Montclair, New Jersey. A 1957 Montclair High School graduate, Ray was an outstanding athlete and a committed leader in all aspects of high school life. As an adult, Ray chose a career that allowed him to remain in Montclair everyday as the owner of Ray's Luncheonette, a beloved lunch spot for many MHS students and all members of the community. Ray's Luncheonette became a gathering place for fun, for conversation, for community involvement and for relaxation – all in a wholesome, friendly environment. Ray's business embodied his values – family, community involvement, sports, and the development of young people – and Ray became a large part of the fabric of the Montclair community. At the young age of 53, Ray was taken from family and friends as a result of melanoma. The Ray Festa Melanoma Foundation was created to support the furtherance of Ray's values throughout the community.

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 Children's Miracle Network, Metro New York

Children's Miracle Network – the alliance of premiere hospitals for children – is dedicated to saving and improving the lives of children by raising funds for 170 children's hospitals throughout North America. Each year, these hospitals provide the finest medical care, life-saving research, and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more, visit <http://metronewyork.childrensmiracletnetwork.org> or www.childrensmiracletnetwork.org.

Locally, Children's Miracle Network, Metro New York is dedicated to providing outstanding medical care to the millions of kids in the Metro New York area. Funds raised by Children's Miracle Network benefit over 420,000 kids each year at these five children's hospitals:

- *The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital (NJ)*
- *The Children's Hospital at Montefiore (NYC)*
- *Children's Specialized Hospital (NJ)*
- *Maria Fareri Children's Hospital at Westchester Medical Center (Hudson Valley)*
- *Schneider Children's Hospital of the North Shore-Long Island Jewish Health System (Long Island)*

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