



## For Immediate Release

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### **Ray Festa Melanoma Foundation Hosts Winter Wonderland Party on Saturday, December 12<sup>th</sup> @ 7:30p**

***Joe Piscopo to be Master of Ceremonies and Live Auctioneer***

**Montclair, NJ, November 30, 2009** – The Ray Festa Melanoma Foundation ([www.rayfesta.org](http://www.rayfesta.org)) is pleased to announce that tickets are available for The Winter Wonderland Party, the theme of this year's annual fundraiser to be held at VanVleck House and Gardens in Montclair, NJ on December 12<sup>th</sup>. Joe Piscopo will be the Master of Ceremonies and Auctioneer for what is sure to be a happy celebration of the end of the first year of the Ray Festa Melanoma Foundation's re-focused mission of ***Saving Lives Through Awareness***. Tickets are available starting at \$150 each by visiting [www.rayfesta.org](http://www.rayfesta.org) or calling the RFMF office at 973.744.3557.

The evening's festivities will be highlighted by a special performance by Princeton University's all male a capella group, **The Tigertones**. *"This is going to be a great night of socializing and having fun all in the spirit of raising money for an important cause. There will be really unique live and silent auction items to bid on including golf trips and elegant private dining packages as well as excellent gift items for children. You can check the website for updates."* said Rick Festa, Ray Festa Melanoma Foundation board member and event Chair.

***SAVING LIVES THROUGH AWARENESS***

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



## Memorandum

Teri Festa, President of the Ray Festa Melanoma Foundation said, *"We are very excited about the progress we've made in this past year. We are committed to encouraging everyone to participate in outdoor activities and educating them on how to enjoy the sun in a responsible healthy way. The cooperation we received from Montclair Public School system and MHS last year has led to scheduling several more screening throughout the region this year and hopefully with the support of additional corporate sponsors we will be able to fully penetrate our community and beyond."*

There are 5 easy steps to prevent melanoma.

- 1) Use sunscreen of SPF30 or higher
- 2) Apply sunscreen every 6-8 hours or after swimming or perspiring
- 3) During summer months, avoid the sun between to hours of 11a – 1p and wear a hat
- 4) Stay away from sunlamps and tanning beds
- 5) Get a skin screening exam by a board certified dermatologist

To reinforce the importance of wearing a hat to shield your face and neck from direct sun exposure during summer months, the evening will include a Funky Hat contest for anyone interested in participating. *"We thought it would be a fun touch but it is not necessary to don a chapeau."*, said Jennifer Amadeo, event committee member .She went on to say, *"We will be collecting the hats at the end of the night from anyone who wants to donate to give to **Hats off for Cancer** to distribute them to children undergoing chemotherapy."*

A quick recap of 2009 illustrates the tremendous strides the RFMF has made with the help of many supporters:

1. Secured our first corporate sponsor, Continental Airlines
2. Recruited 6 Advisory Board members to act as Ambassadors for our cause – Carmen and Yogi Berra, Stanley Jaffe, Rees Jones, Leonard Coleman and Marisa Acocella Marchetto
3. Formed our first two Youth Chapters – one at Montclair High School and one at Glen Ridge High School



4. Hosted our first educational/community outreach program in May at MHS by conducting a free skin cancer screening
5. Beneficiary of Teens and Greens – an MHS charitable golf event. RFMF was selected by student organizers Cody Plofker and Steven Schlager
6. Marched in Montclair's 4<sup>th</sup> of July parade and distributed 1,500 tubes of sunscreen to the crowd along the parade route
7. Participated in the Tiki Rocks the Square event in Times Square benefiting The Children's Miracle Network.
8. Coppertone has donated to RFMF 5,000 32oz pump jugs of Coppertone Sport sunscreen that will be used as part of the educational and Community Outreach program to Professional Sports teams, Youth sports teams and resorts.

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 or to purchase tickets visit [www.rayfesta.org](http://www.rayfesta.org). There are still a limited number of tickets for this event available for \$150. If you are interested in becoming a sponsor or donating an item for the goodie bags or an auction item, you can call the office at 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 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

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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

### 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 was 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 his community and around the country.

### 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.