

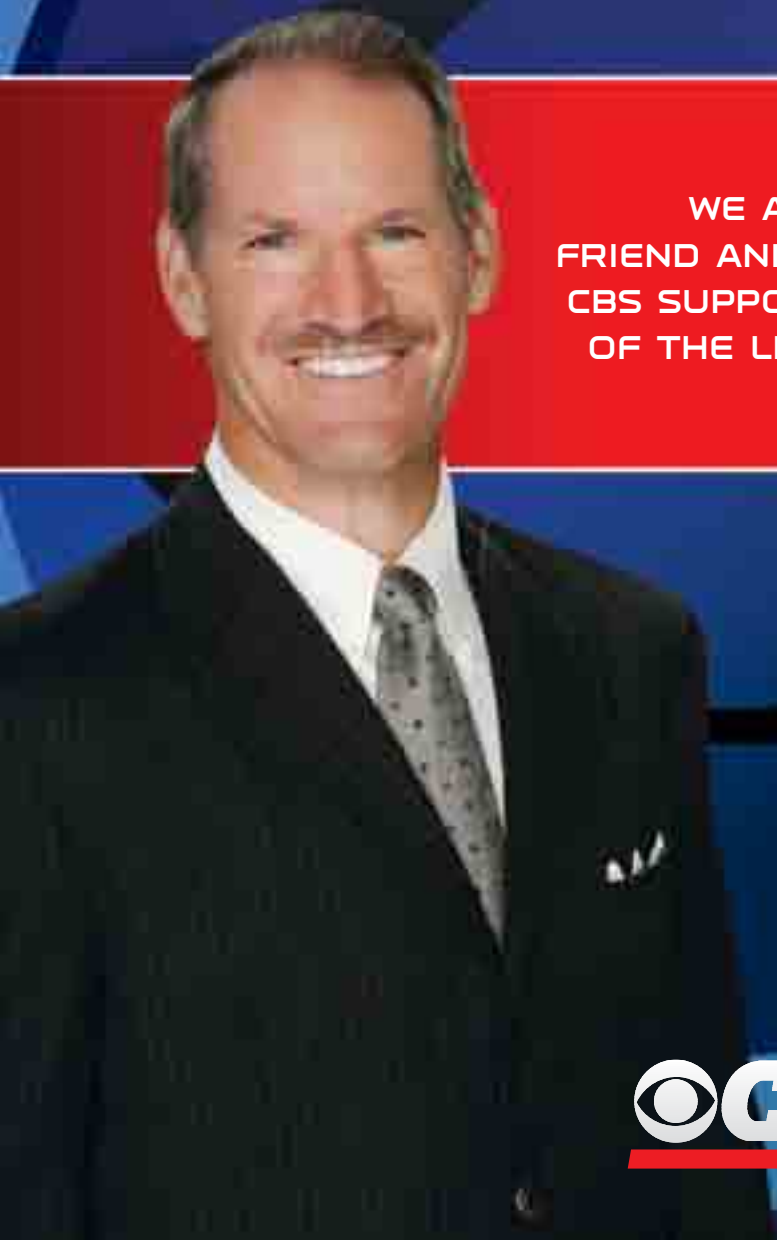


The Live SunSmart Foundation Presents
Celebrate Living SunSmart™ Gala
Places in the Sun



Thursday, May 30, 2013
Maritime Parc, Liberty State Park

ONE MISSION. ENDLESS POSSIBILITIES.

A portrait of Bill Cowher, a man with a mustache, wearing a dark suit, white shirt, and patterned tie. He is smiling and looking towards the camera. The background behind him is a red horizontal band.

WE ARE PROUD TO SALUTE OUR
FRIEND AND COLLEAGUE BILL COWHER.
CBS SUPPORTS THE IMPORTANT WORK
OF THE LIVE SUNSMART FOUNDATION.

The CBS Sports logo, featuring the CBS eye symbol followed by the word "SPORTS" in a bold, italicized, sans-serif font. A red horizontal line is positioned below the word "SPORTS".



Celebrate Living SunSmart™ Gala Places in the Sun

Program of Events



Cocktail Reception



Dinner Served



Welcome Remarks

Teri Festa, Executive Director,
Live SunSmart™ Foundation



Proclamation Presentation

Robin Schlager, Montclair
Township Council to Linda Festa



Master of Ceremonies

Jim Axelrod, CBS Evening News



Special Video Message

Allan "Bud" Selig,
Commissioner of MLB



Introduction of VIP's and
Celebrities



Live Auction
Spencer Ross



Foundation Video Presentation



Raffle Drawing



Presentation of Apollo Award

Roger Goodell, NFL Commissioner



Comedy Entertainment

Johnny Lampert



Acceptance of Apollo Award

Bill Cowher, CBS Sports Analyst
and former NFL Coach



Musical Performance

Vicci Martinez, Season 1
NBC's The Voice

Throughout the evening, please enjoy the opportunity to participate in our Super Bowl Raffle (drawing at 9:30pm) and the Silent Auction (closes at 10:00pm)



Message from our Executive Director



On behalf of the Live SunSmart™ Foundation, I am thrilled you could join us this evening for our second annual Celebrate Living SunSmart Gala. The selection of the theme, Places in the Sun, is quite deliberate and truly represents our Live SunSmart mantra. It emphasizes the fact that we want everybody to enjoy the great outdoors, but just to do so in a “sun smart” way—that means you should 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.

The Live SunSmart Foundation, formerly the Ray Festa Melanoma Foundation, was established in tribute to Ray—father, husband, athlete, community leader and friend to many—who tragically lost his battle with melanoma at the young age of 53. Ray loved helping people and the best way to celebrate his life is to create a dialogue about skin cancer prevention that could save others. Ironically, his name, Ray Festa, means - “Sun Party” and that is exactly what he would want and what the Foundation promulgates. We want to create awareness about melanoma and all skin cancers, without creating fear, by offering you realistic strategies that allow you to live an active, sun-compatible life.

A special thank you goes out to our ardent supporter and Master of Ceremonies, Jim Axelrod, who lends his expertise and moves the evening along with the finesse and grace of a true host. Thanks too, to legendary sportscaster, Spencer Ross, here this evening to join in the celebration and share his antics as our Auctioneer.

But this evening is also about our honoree. We are especially pleased to bestow the inaugural Apollo Award upon NFL Coach and CBS’s NFL Today analyst, Bill Cowher, for his tremendous efforts to educate the public, especially men, about the risks of melanoma through his association with Melanoma Exposed. In admiration of his diligent work, NFL Commissioner Roger Goodell has joined us tonight to introduce his good friend and present him with the award.

Lastly, we are excited to have two wonderful talents here with us to perform for you. New York and Los Angeles comedy club circuit regular, Johnny Lampert, and solo artist, Vicci Martinez, of NBC’s The Voice.

Tonight gives us the opportunity to thank our many supporters, to honor those who help spread our message throughout their communities, and to highlight our growing family of Live SunSmart programs. An evening as festive as this, however, takes a collaborative effort and I would like to acknowledge our Gala Organizing Committee who has worked tirelessly for nearly a year to bring you this party tonight. We know Ray would be very proud of the work we have done so far.

We hope you enjoy the evening!

Sincerely,

Teri L. Festa
Executive Director



Message from our Honorary Chairs

Welcome to the second annual Celebrate Living SunSmart Gala! We are truly committed to promoting the message of living a SunSmart lifestyle and are so proud to serve as Honorary Chairs once again this year. We know that you are in for a spectacular evening of entertainment and celebration. More importantly, however, this evening shines a light on the Foundation's many outstanding programs and commitment to educating the public about the prevention and early detection of melanoma.

For us, this evening is personal. As long-time friends of the Festa family, we knew Ray quite well and were deeply saddened when Ray lost his battle with melanoma at the age of 53 in 1992. Ray shared many of the same values as we do in both our professional and personal lives. Family, community, education and athletics were of paramount importance to Ray throughout his life. A lifelong resident of Montclair, Ray found everything he believed in right in the community we shared with him and his family.

It's been very exciting to watch this local foundation transform into an organization that has developed various educational outreach programs, conducted on-site school and workplace skin cancer screenings, and helped educate student-athletes and others about the importance of properly applying sunscreen. Even the name change from the Ray Festa Melanoma Foundation to Live SunSmart Foundation is symbolic of the foundation's efforts to reach a wider audience by offering tangible solutions to protecting oneself while enjoying the many benefits of the sun.

And just as they did back in our high school days of the 1980s, the Festa family knows how to throw an excellent party. Tonight is no exception and we are confident that you will be thoroughly entertained and educated. Our hope is that, if you haven't already done so, from this night forward you will adopt a SunSmart lifestyle and continue to support the Live SunSmart Foundation now and in the future.

Sincerely,
Monte and Avery Lipman



Monte Lipman, Co-President & CEO of Universal Republic Records, and Avery Lipman, Co-President and COO of Universal Republic Records, remain two of the most influential and inspiring executives in the music industry. Both gentlemen continue to wisely push boundaries and trail-blaze fearlessly with the goal of breaking new acts and fostering their success. In addition to a powerhouse roster including superstars and modern icons such as The Rolling Stones, Black Sabbath, Enrique Iglesias, Gotye, Florence + the Machine, Colbie Caillat, Amy Winehouse, and many more, the label is comprised of unique co-ventures envisioned by The Lipmans. Those include Republic Nashville Records and various strategic partnerships with the likes of Aware Records (Mat Kearney), Big Machine (Taylor Swift), Brushfire (Jack Johnson, G Love), Cash Money (Lil Wayne, Drake, Nicki Minaj), Lava Records (Jesse J, Black Veil Brides), SRC (Akon, Melanie Fiona), Tuff Gong (Damien Marley, Stephen Marley) among others. In 2011, Universal Republic Records built a partnership with NBC's smash hit television series, The Voice. The label released music from the top contestants throughout the season, and the show's winner was awarded a record deal.



Master of Ceremonies

Jim Axelrod



Jim Axelrod is the anchor of the CBS Saturday Evening News, and a national correspondent for CBS News. Jim previously served as Chief White House correspondent. He's covered many stories over the past few years, most notably the war in Iraq. He was one of CBS News' embedded correspondents and was recognized for being the first television journalist to report live from Saddam International Airport in Baghdad immediately after its takeover by the United States.

In addition to his television career, Axelrod is the author of "In the Long Run," an autobiographical journey about learning what it takes to be happy in your own skin.

Born in New Brunswick, N.J., Axelrod graduated from Cornell University in 1985 and received his Master of Arts degree from Brown University in 1989. He and his wife, Christina, live in Montclair, N.J., with their three children.

Axelrod and his family have been long-time friends and supporters of the Live SunSmart™ Foundation.

Auctioneer

Spencer Ross



Legendary sportscaster Spencer Ross has spent more than 50 years calling the plays and stirring the crowd. Spencer attended Florida State University on a basketball scholarship and, while there, called baseball and basketball games for the Seminoles. And while he enjoyed his time on the court, his true passion came from his work on the sidelines. His professional career began in 1969 for New York radio station WINS, and he has done play-by-play work for every major team in the New York area (except for the Mets) ever since. Most notably, Spencer spent 30 years with Madison Square Garden, where he entertained with his enthusiastic, animated and accurate description of the action whether it was on the field, the court, or the ice. Spencer Ross joins us this evening in the role that was meant for him—he will be the auctioneer for our live auction. We promise you will be thoroughly entertained while contributing to a great cause!



Tonight's Entertainment



Comedian Johnny Lampert

Johnny Lampert is considered one of the premier comedians in the country. He is a regular at New York City's and Los Angeles' best comedy clubs including: The Comic Strip, Caroline's Comedy Club and The Improv. Johnny has also made numerous television appearances on MTV, A&E's Caroline's Comedy Hour, Comedy Central, NBC's Friday Night and HBO Comedy Showcase. Johnny's wildly successful appearances at Montreal's "Just for Laughs" Festival led to his being named "Best Act" by The Montreal Gazette as well as the signing of a sitcom deal with The FOX network and Walt Disney Television. Johnny was also honored recently with, not one, but two of his routines being chosen for inclusion in the soon to be released book, "The Best Comedy Routines, Period" (Rugged Land Books, NY).



Music Performance Vicci Martinez

Season 1, NBC's The Voice

Vicci Martinez isn't worried about the rules. The singer-songwriter continually goes against the grain both musically and lyrically. She doesn't adhere to guidelines of what pop music is supposed to be or how it should be presented. Given her penchant for writing honest, heartfelt songs, she doesn't have to either. When she hits the studio or the stage, she nods to soulful folk and classic rock with an immortal R&B groove beneath everything. On her forthcoming debut album for Universal Republic Records,

VICCI, the world will get to see Vicci for who she is, and it might just be a better place because of it. Vicci began releasing music independently in 2003. Touring the country for almost a decade, she released seven independent albums and shared stages with everyone from Sting and Annie Lennox to The Supersuckers and Jonny Lang. However, NBC's television show The Voice came calling in early 2011, and that opened doors for the next phase of her career. Performance courtesy of Universal Republic Records



We would like to extend a special thank you to Mark Haefeli Productions (MHP) for the smooth on-stage production of tonight's event.

MHP is an EMMY AWARD winning, multi-media production company, experienced in developing, producing and distributing effective traditional and non-traditional content to various media platforms





Celebrate Living SunSmart™ Gala Places in the Sun



FOUNDATION

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Gala Organizing Committee

Tonight's event would not be possible without the hard work, dedication, countless hours and considerable efforts of our volunteer Gala Organizing Committee members:

Jennifer Amadeo
Deborah Medeiros-Baker
Larry Berra
Mary Ellen Burke
Beth Chevat
Vivian Demas

Lynne Dietrich
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Linda Festa
Teri Festa
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Tricia Haefeli

Lori Katz
Dennis Madej
Julie Mason
John McMorrow
Stephen Ruccio
Robin Schlager

Thank you, too, to the families of the gala committee members who endured many nights when the members had to relinquish their precious home time.





STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
P.O. Box 001
TRENTON
08622
(609) 292-8000

CHRIS CHRISTIE
GOVERNOR

MARY PAT CHRISTIE
FIRST LADY

May 30, 2013

Dear Friends,

Thank you for inviting me to your annual *Places in the Sun* gala. The work you for the Living SunSmart Foundation is invaluable and provides a tremendous service to the citizens of New Jersey.

As leaders you address an important issue -- easy prevention methods against skin cancer. With prevention and early detection techniques, we can all learn to enjoy our time spent in the sun while still being safe.

The Governor joins me in congratulating you on another successful year of service. We wish you all the best for a wonderful event.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mary Pat Christie".

Mary Pat Christie
First Lady

FRANK R. LAUTERBERG

NEW JERSEY

COMMITTEE
ON APPROPRIATIONS
COMMERCE, SCIENCE, AND
TRANSPORTATION
ENVIRONMENT AND
PUBLIC WORKS

United States Senate
WASHINGTON, DC 20510

May 30, 2013

Dear Friends:

Thank you for the invitation to the Ray Festa Melanoma Foundation annual Celebrate Living SunSmart Gala. I am honored to join you in celebrating the legacy of Ray Festa and in recognizing the accomplishments of the Foundation.

I would like to give special recognition to tonight's honorees for their unyielding commitment to raising melanoma awareness. The Ray Festa Melanoma Foundation educates members of the community on the importance of early detection and prevention of melanoma. Through its leadership and dedication, the Foundation has provided free sunscreen and educational materials to over 20,000 New Jersey high school student athletes. I commend you for your efforts in this worthwhile endeavor.

Congratulations again on another successful year, and may the coming years bring even more success. Best wishes for a most enjoyable event.

Sincerely,



BILL PASCRELL, JR.
IN SENATE: 2011-2012

2011-2012 SENATE OFFICE: 3000 WASHINGTON
WASHINGTON, DC 20540
PHONE: 202-224-3301
FAX: 202-224-3302

2011-2012 HOUSE OFFICE: 3000 WASHINGTON
WASHINGTON, DC 20540
PHONE: 202-224-3301
FAX: 202-224-3302

WASHINGTON OFFICE: 3000 WASHINGTON
WASHINGTON, DC 20540



Congress of the United States
House of Representatives

COMMITTEE ON WAYNE AND MEADE /
MEMBERSHIP: 2011-2012
LEGISLATIVE FOR THE DISTRICT

May 3, 2013

Teri Festa
Ray Festa Melanoma Foundation
551 Valley Road, Suite 136
Montclair, NJ 07043

Dear Teri:

I write today to commend you for your excellent work with the Ray Festa Melanoma Foundation and in planning the Celebrate Living SunSmart Gala Places in the Sun. I understand that, last year's gala was a major success, and this year's sounds like it will be even better.

As you know, melanoma prevention is an extremely pressing health concern for our nation. Killing an estimated 8,790 Americans every year, melanoma is both the most dangerous form of skin cancer as well as one of the most curable if treated early. Your work raising awareness about early detection and prevention of melanoma has undoubtedly saved lives.

Again, congratulations on what I'm sure will be a spectacular event. I also look forward to the launch of RFMF's National Skin Cancer Screening program and supporting the excellent work your foundation will do in the future. Please do not hesitate to contact me if I may be assistance on any matter.

Sincerely,

Bill Pascrell, Jr.
Member of Congress



HOUSE OF REPRESENTATIVES
WASHINGTON, D. C. 20515

RODNEY P. FRELINGHUYSEN
ELEVENTH DISTRICT
NEW JERSEY

April 30, 2013

Ms. Terri Festa
Ray Festa Melanoma Foundation
551 Valley Road, Suite 136
Montclair, NJ 07043-1832

Dear Ms. Festa *Terri*

I am pleased to support the important work being done by the Ray Festa Melanoma Foundation and your upcoming gala,

The Ray Festa Melanoma Foundation's commitment to educating people about being "Sun Smart" is an important mission and one that is very important with summer right around the corner.

I am sorry I am unable to join you at the Celebrate Living Sun Smart Gala on May 30, but I wish you all the best for a successful event!

Sincerely,

Rodney P. Frelinghuysen
Member of Congress

RPF:DJ



NEW JERSEY GENERAL ASSEMBLY

THOMAS P. GIBLIN
ASSEMBLYMAN, 34TH DISTRICT
PART OF ESSEX AND
PASSAIC COUNTIES
1333 BROAD STREET
CLIFTON, NJ 07013
973. 779.3125
FAX: 973.779.3156
asmgiblin@njleg.org

COMMITTEES
CHAIR, REGULATED
PROFESSIONS COMMITTEE
VICE-CHAIR, HIGHER
EDUCATION COMMITTEE
TRANSPORTATION AND
PUBLIC WORKS COMMITTEE

Dear Friends,

As a long-time supporter of the Ray Festa Melanoma Foundation, I wanted to take the opportunity to congratulate you on your many successes. The work you are doing to educate the public about the prevention and early detection of skin cancer should be lauded. Your approach is unique in that you are attempting to change behaviors from sun-risk to sun-smart.

The Foundation realizes that avoiding the sun isn't always the most realistic solution in the fight against skin cancer, and offers some very easy steps for living sun smart. For the thousands of New Jersey residents who have occupations that require they spend their day outdoors, it is a welcome change to have a message that says we can co-exist with the sun.

Education is the key to creating change and the Ray Festa Melanoma Foundation has done an excellent job of disseminating information to the public through its Live SunSmart Foundation. After all, we are all at risk since skin cancer can strike any population at any time.

Your Foundation has taught me that I can protect myself year-round simply by properly applying sunscreen every day. As a public servant, I hope to spread the message and encourage those around me to do the same.

It is a pleasure to attend your 2013 Celebrate Living SunSmart Gala this evening and participate in an event that supports such a worthy cause.

Sincerely,

Thomas P. Giblin
Assemblyman

Foundation History

In case you haven't noticed, we have undergone a name change this past year. There's no doubt that Ray Festa was the reason for the formation of our foundation and his essence will remain a part of the organization's DNA. The Live SunSmart™ Foundation seemed like the natural choice because that brief phrase captures the spirit of everything we are trying to do and it will allow us to collaborate more successfully with other skin cancer organizations. We want to promote and encourage ways for everybody to enjoy the great outdoors, live a life that is compatible with the sun, but just to do so in a sun smart way.

When Ray passed away in October of 1992 from melanoma, the Festa family and their close friends honored his memory by forming The Ray Festa Memorial Foundation. At its inception in January of 1993, the Foundation contributed to numerous organizations involved in clinical cancer research, children's charities and this year marks the 20th anniversary of having bestowed annual college scholarships upon deserving Montclair High School students. The organization remained active in fundraising events and charitable giving for nine years until the terrorist attacks on 9/11. Yielding to what we considered a more immediate need, the Foundation went dormant except for continuing the annual Scholarship award.

In 2006, the RFMF re-emerged with a laser-targeted mission focused on melanoma and was charged with helping to save others from his regrettable and avoidable fate. Based on Ray's unfortunate story as he was diagnosed with malignant melanoma too late to save his life, we knew we needed to help educate the public about the warning signs of skin cancer and ways to minimize sun exposure risk when outdoors. The Foundation message is committed to "Saving Lives Through Awareness".

Today, our Live SunSmart programs are dedicated to enlightening everyone on the importance of early detection and the prevention of skin cancer. The risk of developing melanoma increases with age, but nonetheless the disease frequently affects young, otherwise healthy individuals. In fact, melanoma is the most common cancer in young adults aged 20-30 and the primary cause of cancer death for women aged 25-30 years. It is just as important to reach young males as men are twice as likely as women to die from melanoma.

Knowing this, we offer free skin cancer screenings conducted at local high schools to target our youth and make them aware, early in life, of the impact of unprotected sun exposure. Last year, after a successful screening at Nielsen's New York office, we began offering our onsite screenings at various corporations and other workplaces to educate employee populations.

Melanoma is the most curable form of cancer when found early so with increased education and awareness, we are confident that we will help save lives.

Our Message is important – WHY?

- Skin cancer is the most common form of cancer in the United States. More than one million skin cancers are diagnosed annually.
- One in five Americans will develop skin cancer in the course of a lifetime.
- One person every hour dies of melanoma
- The incidence of many common cancers is falling, but the incidence of melanoma continues to rise significantly, at a rate faster than that of any of the seven most common cancers.

The logo for Live SunSmart features the words "Live SunSmart" in a bold, rounded, sans-serif font. "Live" is in red, "Sun" is in yellow, and "Smart" is in green. A small trademark symbol (TM) is located at the top right of the word "Smart".

FOUNDATION



Roger Goodell

NFL Commissioner

Apollo Award Presenter



The National Football League has been an avid supporter of the skin cancer screenings as well as Bill Cowher's efforts to educate the public about melanoma. As both a colleague and a friend, Roger Goodell seemed like the natural choice to present the Apollo Award. We were thrilled when Roger made time in his busy schedule to spend the evening with us.

Roger Goodell is the eighth chief executive in the NFL's 91-year history. He was chosen by the NFL club owners to be commissioner and has held this position since September 1, 2006. As Commissioner, Roger has focused his priorities on successfully growing the NFL's popularity and strengthening the game and all 32 NFL franchises through innovation. Fan interest in the NFL has soared under his leadership, including the largest television audiences in league history, enormous growth in online and social media engagement, and other measures of business success.

In his first seven seasons as commissioner, Roger has addressed a wide range of issues to improve the NFL, including player health and safety; the medical needs and pensions of retired players; personal conduct; revenue sharing; stadium construction; media innovation; and international development.

Prior to being named commissioner, Roger managed an array of football and business operations during a 24-year career in the NFL, including expansion, realignment, and stadium development. He directed the dramatic transformation and growth of the NFL's business units, played a lead role in the launch of the NFL Network, and was a key member of the negotiating team that produced the NFL's television agreements.

Commissioner Goodell serves on the boards of Big Brothers Big Sisters of New York City and Lawrence Hospital in Bronxville, New York. Roger and his wife Jane live in the New York City area with their twin daughters.



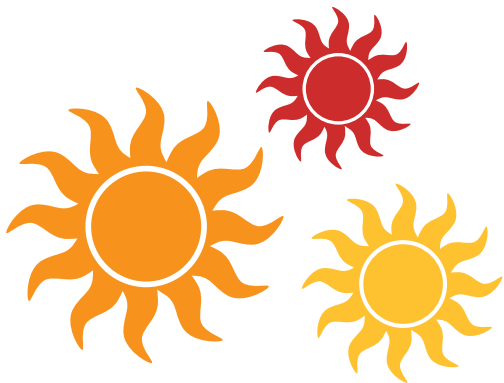
About the Apollo Award

The Apollo Award recognizes the contributions of individuals who advance the message of the Live SunSmart Foundation and serve as role models to the public for leading a SunSmart lifestyle. The Greek God Apollo, recognized as the god of light and the sun, was an oracle who delivered wise counsel to his followers and embodied the ideals of truth and prophecy. As such, the award recipient serves as an ambassador for educating his/her community about the importance of the prevention and early detection of melanoma and other skin cancers. Through lifestyle modeling, public activism and unwavering commitment to the cause, this individual's primary concern is to make a significant impact in the reduction of occurrences of melanoma and other skin cancers.



Selection criteria for the Apollo Award include:

- An individual who through his/her work and/or volunteer efforts promotes the mission of the Live SunSmart™ Foundation by educating others on the importance of regular skin cancer screenings.
- An individual who helps shift behaviors to become more sun-safe aware in his/her community.
- An individual who helps create alliances with corporate, sports or educational entities to further the education and support for skin cancer prevention.



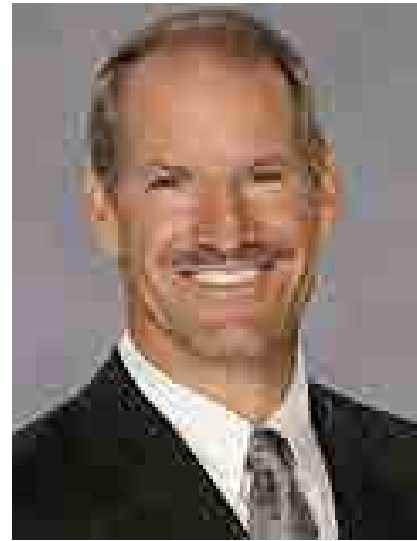
Tonight,
the Live SunSmart Foundation
is proud to present its inaugural
Apollo Award to Bill Cowher.



Bill Cowher

Apollo Award Honoree

Former NFL Coach and current
CBS Sports' THE NFL TODAY Analyst



Like the Festa family, Bill Cowher learned first-hand about the devastating impact melanoma can have on a family when he lost his wife, Kaye, to the disease in 2010. Ever since then, Bill has made it his personal mission to educate the public about melanoma and its risk factors, and to encourage people to take a more active role in their skin health. Through his work with Melanoma Exposed, a partnership program with Bristol-Myers Squibb and other melanoma groups, he is helping to bring awareness of melanoma to the NFL and its fans by sponsoring free skin screenings at stadiums across the country. Recent surveys reveal men are twice as likely as women to die from melanoma--often because they don't bother to get screened. By bringing the screenings to the stadiums, Bill is hoping to curb that trend.

When searching for the ideal candidate to receive the Live SunSmart Foundation's inaugural Apollo Award, we couldn't think of a better choice than Bill Cowher. Every step Bill takes to educate the public and raise awareness aids us in our collective fight to reduce the incidences of melanoma. As a former NFL coach, Bill is keenly aware of the dangers of unprotected exposure to the sun. Like any great coach, Bill has come up with his own "Coach's Game Plan" to raise awareness. It's simple and direct, just like he is: Screen, Protect, Know, Tell. Bill wants the public to get screened, protect oneself in the sun, know the facts about melanoma and its risks, and tell others by spreading the word.



Bill Cowher joined CBS Sports as an analyst for the Network's NFL studio show, THE NFL TODAY, in February 2007. A celebrated coach and player in the National Football League (NFL), Bill Cowher won eight division titles and made 10 playoff appearances during his 15 seasons as head coach of the Pittsburgh Steelers. He also led The Steelers to the Super Bowl twice, winning one championship. Bill began his NFL career as a free-agent linebacker with the Philadelphia Eagles in 1979, and then signed with the Cleveland Browns the following year. He played three seasons (1980-82) in Cleveland, making him a member of the Kardiak Kids,

a term coined since several games were decided in the "heart-stopping" final moments. Bill spent his final two years as a player back with the Eagles (1983-84).

We are pleased and honored to bestow the Apollo Award upon Bill Cowher.
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Senior Vice President, Continental Division

jeremy.martin@axa-advisors.com

Tel: (732) 326-5208

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AXA ADVISORS

redefining / standards®



Live SunSmart educational programs include:



Team SunSmart™ educates athletic trainers and student athletes on reducing the risks of sun exposure



Pro SunSmart™ trains relevant practitioners (e.g. salon professionals, massage artists, physical therapists and personal trainers, etc.) to identify potential skin cancers and advise clients to seek medical care



Ski SunSmart™ educates winter sports enthusiasts of cold weather sun exposure and how to best protect against those risks



Look SunSmart™ raises awareness of the damage to the eye caused by UV rays and promotes the use of the right type of sunglasses to protect against excessive UV exposure and recommends that you wear UPF clothing.



We are in the process of developing a new program, Work SunSmart™, which will educate that population whose work-related activities primarily take place outdoors—from the professional athletes to construction workers, from landscapers to police officers. Look for Work SunSmart to launch by the end of the year.

The message of The Live SunSmart Foundation is clear—we want people to have fun in the sun, but just to do so in a smart way. The sun damage 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.

The Live SunSmart best practices:

- Wear broad spectrum sunscreen of at least SPF 30 every day of the year
- Apply sunscreen properly and reapply often
- Wear a hat, sunglasses and protective UPF clothing
- Get periodic skin cancer screenings
- Insist that your family and friends do the same



For more info LiveSunSmart.org



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*In Loving Memory
of Ray Festa*



lawnj.net

1.800.586.5817

908.928.9200



Deborah R. Spey, MD
Kimberly Ruhl, MD, Ph.D
Christopher Kruse, MD
Adriana Ros, DO
Rachael Hartman, MD, MBA

Supports the Ray Festa Melanoma Foundation
and its efforts to save lives through awareness

101 Old Short Hills Road, Suite 410, West Orange, NJ
(973) 731-9600
www.DRSpey.com

facebook.com/AdvancedDerm



Thanks to our devoted partners for their wonderful support tonight and throughout the year!

Our educational and outreach programs would not be possible
without their generous contributions.

American Hygiene

AXA Advisors

Benzel Busch/smart center of Englewood

Caggiano Memorial

CBS Sports

Coppertone

Dave Finn, Pierce Communications

The Dermatology Group

Fedway Imports Co

Javerbaum, Wurgaft, Hicks, Kahn,
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Major League Baseball

Mark Gropler, MAG Resources

Mark Haefeli Productions

Melanoma Foundation of New England

Memorial Sloan-Kettering Cancer Center
(New York and Basking Ridge)

Montclair High School

National Football League

New Jersey Interscholastic Athletic
Association (NJSIAA)

New York Giants

Nielsen

O'Connor, Parsons, Lane & Noble,
Attorneys at Law

Partners for Health Foundation

Peerless Beverage/Brooklyn Brewery

Princeton Center for Dermatology

Assemblyman Thomas P. Giblin

Travel Leaders New Jersey

Universal Republic Records



Best Wishes...



Thomas P. Giblin

***34th District
Assemblyman***



**Clifton ♦ East Orange
Montclair ♦ Orange**

Congratulations to

The Ray Festa Melanoma Foundation

On its efforts to teach everybody how to Live SunSmart!



- The Caggiano Family

Caggiano Memorial
62 Grove Street
Montclair, NJ 07042

Ray Festa 1938–1992



Ray Festa was a tireless community advocate. He cared about the development of young people and supported many meaningful outreach programs. At the young age of 53, Ray was taken from friends and loved ones as a result of melanoma. In his honor, the Ray Festa Melanoma Foundation was formed to continue his commitment to young people and the rest by educating everyone on the importance of Living SunSmart. What began simply as a tribute to Ray, has blossomed into a larger initiative to help save lives throughout the country.

Ray Festa was born, raised and remained a lifelong resident of Montclair, New Jersey. He was an outstanding athlete and dedicated leader in all aspects of high school life. As an adult, Ray was the owner and operator of Ray's Luncheonette, a beloved lunch spot for many. Ray's Luncheonette became the place to be – a gathering spot for fun, conversation, community involvement and relaxation – all in a wholesome, friendly environment. There was an eclectic mix of customers, which fostered communication among all groups. It didn't matter whether you were a politician, a sanitation worker, doctor, police officer, lawyer, construction worker, banker, or teacher, everybody was treated with the same respect. At any given time, you would find people of differing backgrounds sitting side by side debating topics ranging from sports to politics to education and beyond – nothing was off-limits creating a dialogue that only exists on social media networks today.

Ray's business embodied his values – family, community involvement, sports, and the development of young people.

Ray married Linda, his high school classmate, in 1962 and had three children, Teri, Ricky and Kim. Sadly, he never met any of his six grandchildren, Bridget, Kate, Erin, Reese, Brendan and Colin. What makes this story more tragic is that his death could have been avoided with better awareness of the signs and symptoms of skin cancer.



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*Attorneys Certified by the Supreme Court of New Jersey
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FREEHOLD OFFICE - 83 SOUTH STREET, SUITE 203, FREEHOLD, NJ 07728 - TEL: 732-431-7575 - FAX: 732-431-8442
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Since its founding in 1988, Brooklyn Brewery has been proud to play a positive role in the communities it serves. In the early years of Brooklyn Brewery, the company did not always make a profit, but always donated beer to not-for-profit and arts organizations, a tradition that is carried on today. The Brewery has facilitated many community meetings at its event space, and its employees serve on not-for-profit boards, including the Prospect Park Alliance, the Brooklyn Historical Society, and Transportation Alternatives. Brooklyn serves.



The Brooklyn Brewery 79N 11th St, Brooklyn, NY 11249 • BrooklynBrewery.com
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*American Hygiene congratulates
Bill Cowher as the recipient of the
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The "Live SunSmart" logo is set against a bright yellow background with radiating sun rays and a large orange sun. The word "Live" is in red, "Sun" is in yellow, and "Smart" is in green, all in a bubbly, outlined font.

Live SunSmart™

DID YOU KNOW?

Wear a broad spectrum sunscreen that protects against UVA (rays that cause age spots and wrinkles) and UVB (the burning rays) for full protection when having fun in the sun.

Gift Bag Donors

We would like to thank the following gift bag donors for their generosity:

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Thank You

The Live SunSmart Foundation would like to extend a special thank you to:

- Louisa Amabile Testa, Visual and Floral Designs for the creation of the Places in the Sun centerpieces and other flowers throughout the room.
- Madeline Zeiberg of MZ Events for her ability to get the job done with the finesse of a true professional.
- Maryana Hordeychuk for her artistic and creative photography and being a loyal supporter of our Foundation events.
- Dennis Zatonski for his tireless work until the wee hours of the morning creating the Journal and Signage Graphics.



MZ Events

301 West 53rd Street, Suite 24C
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With over 15 years of event experience, Madeline Zeiberg and her team at MZ Events have produced a wide variety of high level social and corporate functions. With a BFA degree in musical theatre and years of performing nationally, Madeline takes pride in producing “shows that open and close in one night, with no dress rehearsal.” Each event is carefully managed to reflect the client’s expectation and vision. MZ Events provides event planning services tailored to each individual client or corporation.




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Live SunSmart™



ARE YOU NAKED?

IF YOU ARE NOT WEARING SUNSCREEN EVERYDAY, YOU MIGHT AS WELL BE.

A Guide to Proper Sunscreen Application

STEP 1

Apply sunscreen SPF 30 or more 20 minutes before going outside

STEP 2

Apply a generous amount of sunscreen – put it on thick

STEP 3

Do not rub it in – let it soak into your skin

STEP 4

Reapply sunscreen every two hours and immediately after exercise or swimming

STEP 5

Wear a hat, sunglasses, long sleeves and protective clothing whenever possible

STEP 6

Make sure those you care about are doing the same!



LiveSunSmart.org