



The Live SunSmart Foundation Presents
Celebrate Living SunSmart™ Gala

Places in the Sun

Dinner Journal



Thursday, May 15, 2014

Maritime Parc, Liberty State Park

Congratulations

ACTING SURGEON GENERAL

Rear Admiral

BORIS D. LUSHNIAK
MD, MPH

On your
APOLLO AWARD



John Theurer
Cancer Center
at Hackensack University Medical Center

Message from our Executive Director



On behalf of the Live SunSmart™ Foundation, I am thrilled you could join us this evening for our third 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.

This evening we are proud to bestow the Apollo Award and the Carnevale Spirit Award on two distinguished and well deserving individuals.

Acting United States Surgeon General, RADM Boris D. Lushniak, MD,

MPH is being recognized for his tremendous efforts and his continued advocacy for his initiatives on skin cancer prevention and awareness. We are also thrilled to honor our longtime friend, sportswriter Peter King, for his dedication to and passion for community service.

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 realistic strategies that allow you to live an active, sun-compatible life.

A special thank you goes out to our ardent and perennial 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.

Lastly, we are excited to have a wonderful talent here with us to perform for you. Rachel Taylor is Republic Records' newest talent who is set to release her debut album, Porcelain.

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 and partners. 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 hope you enjoy the evening!

Sincerely,

A handwritten signature of Teri L. Festa in a cursive script.

**Teri L. Festa
Executive Director**



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.



FOUNDATION

When Ray passed away in November 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 have bestowed annual college scholarships upon deserving Montclair High School students for over 20 years. 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. 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.



Message from our Honorary Chairs

Welcome to the third 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 skin cancer.

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 Republic Records, and Avery Lipman, Co-President and COO of 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. 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.

Tonight's musical entertainment, Rachel Taylor, as well as past year's performers Jermaine Paul and Vicci Martinez was provided by Republic Records. Thanks, Monte and Avery!

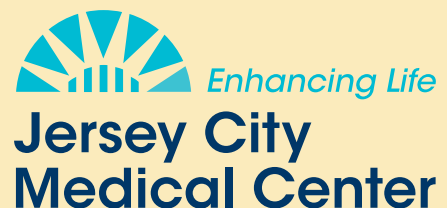


TRIUMPH

Jersey City Medical Center
is proud to support

The Live SunSmart Foundation

Thank you for the work done
to educate on the importance
of early detection and the
prevention of skin cancer.



[libertyhealth.org]

Master of Ceremonies

Jim Axelrod



Jim Axelrod is the anchor of the Saturday edition of the "CBS Evening News" and a national correspondent for CBS News, reporting for the "CBS Evening News with Scott Pelley" and other CBS News broadcasts.

While at CBS News, Axelrod has covered a broad range of domestic and international stories, notably the war in Iraq. In 2003, Axelrod was the first television journalist to report live from Baghdad's Saddam International Airport immediately after it fell to U.S. troops. His live coverage of the U.S. Army firing artillery rounds into Iraqi positions was the first to be broadcast by a reporter embedded with ground troops engaged in combat in Iraq. Axelrod also covered the departure of U.S. troops from Iraq and was the last reporter to leave with the military in December 2011.

In addition, during his tenure at CBS News, Axelrod has covered the American invasion of Afghanistan, the war and refugee crisis in the Balkans, the hostage crisis in Peru. He also represented CBS News in 2010, when foreign reporters were invited to North Korea for a rare glimpse at that country's leadership and culture. Axelrod was a member of the team honored with a 2010 duPont-Columbia Silver Baton for "CBS Reports: Children of the Recession," the extraordinary multi-platform series about the recession's devastating effects on children. He was also one of the CBS News correspondents who received a 2002 Emmy Award for the "CBS Evening News" coverage of the Washington, D.C. sniper siege.

Axelrod joined CBS News in 1996 as a Miami-based correspondent and later served in the Dallas Bureau (1997-1999) and New York Bureau (1999-2006). He also served as CBS News' Chief White House Correspondent (2006-2009) and was named a CBS News National Correspondent in 2009.

Before joining CBS News in 1996, he was a political reporter at WRAL-TV, the CBS affiliate in Raleigh, N.C. (1993-96). Previously, Axelrod was a reporter and producer of the 11:00 PM news for WSTM-TV Syracuse, N.Y. (1990-93), and anchor and reporter at WUTR-TV Utica, N.Y. (1989-90). He began his career at WVII-TV Bangor, Maine in 1989.

Born in New Brunswick, N.J., Axelrod was graduated from Cornell University in 1985 with a Bachelor of Arts degree in history and from Brown University in 1989 with a Master of Arts degree in history.

This is Jim's third year as our Master of Ceremonies. We are so grateful for his dedication and unwavering support 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 the Live SunSmart Foundation.

Musical Performance Rachel Taylor



As one half of He Is We, Rachel Taylor endeared countless fans worldwide. They became something of an extended family for the singer and songwriter, and she always kept them in her mind and heart. Now, her latest music speaks directly to them with an honesty that's rare these days.

In 2012, she became diagnosed with a rare auto-immune disease called ankylosing spondylitis and underwent chemo therapy in order to combat its effects. Simultaneously, her original band He Is We began touring and recording without her, telling the label that she "was in rehab and not to call her". So, she did what she does best.

Rachel started feverishly writing songs in between her treatments and took to YouTube to communicate the truth to her fans. That music captured her fire in the moment, and she burned brighter than ever in the face of all this adversity. At that point, the singer and songwriter reached out directly to the label, sending the new tunes and her story.

Rachel's 2014 debut EP, *Porcelain*, for Republic Records echoes the "darker side of pop", as she likes to call it, siphoning strangely melodic hooks through a haze of intense production. She's equally likely to name check influences as wide-ranging as A Perfect Circle, Alanis Morissette, and Imagine Dragons, but this is a decidedly personal affair for her.

Rachel's built quite an impressive legacy already. He Is We toured tirelessly and moved 60,000 records in the U.S., building a diehard audience in the process. Those same fans have stuck with her, and *Porcelain* and impending album speak directly to them loud and clear.



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Live SunSmart™

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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
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Donato DiGeronimo
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Linda Festa
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Dennis Madej
John McMorrow
Diane Yeutter Rothberg
Stephen Ruccio

A big thank you, too, to the families of the gala committee members who endured many nights when their loved ones had to relinquish their precious home time.



CORY A. BOOKER
NEW JERSEY



UNITED STATES SENATE
WASHINGTON, D. C. 20510

May 15, 2014

Live SunSmart Foundation
551 Valley Road, Suite 136
Montclair, NJ 07043

Dear Friends,

It is a pleasure to extend my warmest greetings and best wishes as you gather for the Celebrate Living SunSmart Gala. I am particularly excited to congratulate Rear Admiral Boris Lushniak and Peter King on being recognized for their tremendous work on behalf of others.

Since 1993, the Live SunSmart Foundation has made great strides in sun safety by promoting awareness of the causes of skin cancer and encouraging the adoption of sun-safe practices. The Foundation's goal of stopping melanoma before it starts is commendable and speaks to a deep commitment to ensuring the health of Americans from all walks of life. It is my hope that through the efforts of individuals and organizations like the Live SunSmart Foundation, everyone will be able to safely enjoy the great outdoors.

Again, congratulations. Please accept my appreciation for your service and my best wishes for the year to come.

Sincerely,

A handwritten signature in blue ink, appearing to read "C. A. B.", with a large, sweeping flourish extending to the left.

Cory A. Booker
United States Senator



CITY OF JERSEY CITY

STEVEN M. FULOP, MAYOR

May 15, 2014

Dear Friends,

On behalf of the City of Jersey City, I am proud to congratulate **The Live SunSmart Foundation** during the **Celebrate Living SunSmart Gala**.

Since January of 1993, **The Live SunSmart Foundation** has sought out to provide individuals with the knowledge and support necessary in regards to the safe practice of sun exposure. It is through the advocacy and fundraising efforts of the team at **Live SunSmart**, that individuals are encouraged to live healthy and educated lifestyles.

I commend all those who support **The Live SunSmart Foundation**, and encourage everyone to recognize their efforts in the fight against skin cancer.

I wish you all an enjoyable event and look forward to your continued success.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven M. Fulop".

Steven M. Fulop
Mayor

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Bill Pascrell, Jr.
Member of Congress
9th District, New Jersey

COMMITTEE ON WAYS AND MEANS
SUBCOMMITTEE ON HEALTH
COMMITTEE ON THE BUDGET

May 15, 2014

Teri Festa
The Live SunSmart Foundation
551 Valley Road, Suite 136
Montclair, NJ 07043

Dear Teri:

I write today to commend you for your excellent work with the The Live SunSmart Foundation and in planning the Celebrate Living SunSmart Gala Places in the Sun. I sincerely apologize that I will not be able to make it to your celebration at Liberty State Park this year.

As you know, melanoma prevention continues to be a pressing health concern for our nation. When found early, melanoma is the most curable form of cancer. Undoubtedly, your work raising awareness about early detection and prevention of melanoma has saved lives. I commend your continued outreach to our children and students throughout New Jersey. We must ensure that our residents know that melanoma is not limited to adults and can strike children as young as 12 years old.

Again, congratulations on your event at Liberty State Park. Your work is not only necessary, it is truly admirable. Please do not hesitate to contact me if I may be of any assistance on any matter. My door is always open to you.

Sincerely,



Bill Pascrell, Jr.
Member of Congress



NEW JERSEY GENERAL ASSEMBLY

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May 2014

Dear Friends,

As a long-time supporter of the Ray Festa Melanoma Foundation, now the Live SunSmart Foundation, I congratulate you on the work you are doing to educate the public about the prevention and early detection of skin cancer. Your unique approach in attempting to change behaviors from sun-risk to sun-smart must be lauded.

Avoiding the sun isn't always the most realistic solution in the fight against skin cancer, and The Foundation offers some easy steps for living sun smart. Unfortunately, we are all at risk since skin cancer can strike anyone at any time. For the thousands of New Jersey residents who have occupations that require they spend their day outdoors, it is encouraging to receive a message that says we can co-exist with the sun.

Education is the key to creating change and the Live SunSmart Foundation has done an excellent job of disseminating information to the public.

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 2014 Celebrate Living SunSmart Gala this evening and participate in an event that supports such a worthy cause.

Sincerely,

Thomas P. Giblin
Assemblyman
34th Legislative District



Celebrate Living SunSmart™ Gala Places in the Sun

Program of Events



Cocktail Reception



Welcome Remarks

Teri Festa, Executive Director
Live SunSmart Foundation



Master of Ceremonies

Jim Axelrod, Anchor, CBS
Evening News Saturday edition



Introduction of Special Guests



Skin Cancer Awareness

Dr. Danny Groisser
The Dermatology Group, Medical Director
Medical Director of Live SunSmart
Foundation



Introduction of Apollo Award

Bart Oates, Former NY Giant & Health
and Wellness Advocate



Apollo Award Presentation

RADM Boris D. Lushniak, MD, MPH,
Acting United States Surgeon General



Dinner Served



Introduction of Carnevale Spirit Award

Adam Scheffter, ESPN and
NFL Insider Analyst



Carnevale Spirit Award Presentation

Peter King, Sr. Writer,
Sports Illustrated,
Editor-in-Chief MMQB



Live Auction

Spencer Ross,
Legendary Sportscaster



Musical Performance courtesy of Republic Records

Rachel Taylor

Throughout the evening, please enjoy the opportunity to participate in our Raffle to win a trip for two for unlimited luxury to Secrets Puerto Los Cabos Golf and Spa Resort (drawing at 9:30)

The silent auction closes at 10pm. Take advantage of our online bidding right from your dinner seat. Visit <https://bforg.com/livesunsmart>





BROOKLYN SERVES



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 Brewery is proud to support Living SunSmart.



#BrooklynGivesBack

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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 facilitated 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 dialog 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 more tragic is that his death may have been avoided with better awareness.



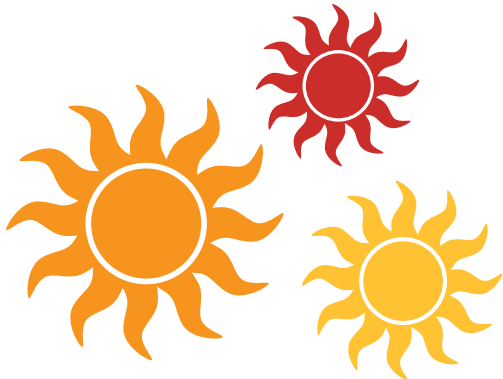
About the Apollo Award

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 2014
Apollo Award to Rear Admiral
Boris D. Lushniak, MD, MPH.**





Apollo Award Past Recipient

2013 Bill Cowher

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



Bill Cowher 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. He learned first-hand about the devastating impact melanoma can have on a family when he lost his wife, Kaye, to the disease in 2010. His tireless efforts made him the ideal candidate to receive the Live SunSmart Foundation's inaugural Apollo Award. Every step Cowher takes to educate the public and raise awareness aids us in our collective fight to reduce the incidences of melanoma and other skin cancers.

Presented by NFL Commissioner, Roger Goodell



Apollo Award Presenter

Bart Oates

Former NY Giant, Attorney, Commercial Real Estate Executive, and Health and Wellness advocate.

When former New York Giant and three-time Super Bowl Champion Bart Oates left the NFL, he decided to take personal accountability for maintaining—and improving—his health. It was a personal mandate that would eventually turn into a mission—and a message that he's bringing to other ex-NFLers. As proof of this, he recently enlisted a few former pros for his NFL Alumni Optimal Wellness Challenge, a 90-day competition to see who can make the most dramatic improvement in their health.

Bart Oates has forever been diligent in all aspects of his life. A five-time Pro Bowler and former center for the New York Giants and San Francisco 49ers, he never rested during his off-seasons, opting instead to enroll in law classes and ultimately graduating with honors from Seton Hall Law School in 1990.

Throughout his successful football career, he continually contributed to the betterment of the team, both mentally and physically.

The Live SunSmart Foundation message resonates with Mr. Oates who believes parents play a key role in keeping their children healthy and fit, and he works to spread that message whenever he can. We are lucky to have him with us tonight to honor and introduce our distinguished Apollo Award winner.

Mr. Oates was an All-American while attending Brigham Young University where he received his bachelor's degree in accounting.

He maintains an active role in many services to his communities including Chairman of the Hall of Fame of New Jersey, Chapter President of the NFL Alumni Association, Board member of the Super Bowl Host Committee, the Colleen Giblin Foundation, and Boy Scouts of America.



Apollo Award Honoree

Rear Admiral Boris D. Lushniak, MD, MPH

Acting United States Surgeon General

Rear Admiral (RADM) Boris D. Lushniak, MD, MPH, is the Acting United States Surgeon General. Dr. Lushniak articulates the best available scientific information to the public regarding ways to improve personal health and the health of the Nation. He also oversees the operations of the U.S. Public Health Service (USPHS) Commissioned Corps, comprised of approximately 6,700 uniformed health officers who serve in locations around the world to promote, protect, and advance the health and safety of our Nation.

RADM Lushniak is the first Surgeon General to include a skin cancer prevention initiative in the Call the Action. His dedication to the prevention of skin cancer is laudable and desperately needed in the public dialogue. He shares the Foundation's passion for making skin cancer prevention a part of our social norm.

RADM Lushniak maintains Board certifications in dermatology and preventive medicine (occupational) and has devoted his career to public health including establishing an occupational skin disease program at CDC's National Institute of Occupational Safety and Health (NIOSH). During his time at CDC he also served on special assignments and disaster response activities in Bangladesh, St. Croix, Russia, and Kosovo, was part of the CDC/NIOSH team at Ground Zero (World Trade Center) and part of the CDC team investigating the anthrax attacks in Washington, DC. Dr. Lushniak also served in the Food and Drug Administration (FDA) as the Chief Medical Officer of the Office of Counterterrorism and was appointed FDA Assistant Commissioner in 2005. He was promoted to Rear Admiral, Lower Half in 2006 and attained the rank of Rear Admiral, Upper Half in 2010. Dr. Lushniak served as Deputy Surgeon General from November 2010, until July 17, 2013, when he assumed the duties of Acting Surgeon General.

Dr. Lushniak was born in Chicago to post-World War II immigrants from Ukraine. He graduated from the Honors Program in Medical Education at Northwestern University receiving his medical degree (MD) in 1983. In 1984 he completed the Masters of Public Health (MPH) degree at Harvard University and completed a residency in family medicine and a residency in dermatology. RADM Lushniak served as a staff physician in dermatology at the National Naval Medical Center in Bethesda and is an adjunct professor of dermatology at the Uniformed Service University of the Health Sciences.

A firm believer in leadership by example, RADM Lushniak also promotes the core messages of the National Prevention Strategy via his active lifestyle. He is an avid long-distance bicyclist, runner and hiker. He resides in Maryland with his wife Dr. Patricia Cusumano and two daughters Larissa and Stephanie.



Merrill Lynch is proud
to salute Rear Admiral
Boris D. Lushniak, M.D., M.P.H.
and the Live SunSmart
Foundation



Diane Yeutter Rothberg, CFA™, CRPC®

Senior Financial Advisor
Portfolio Advisor, PIA Program
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Merrill Lynch

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*In Loving Memory
of Ray Festa*



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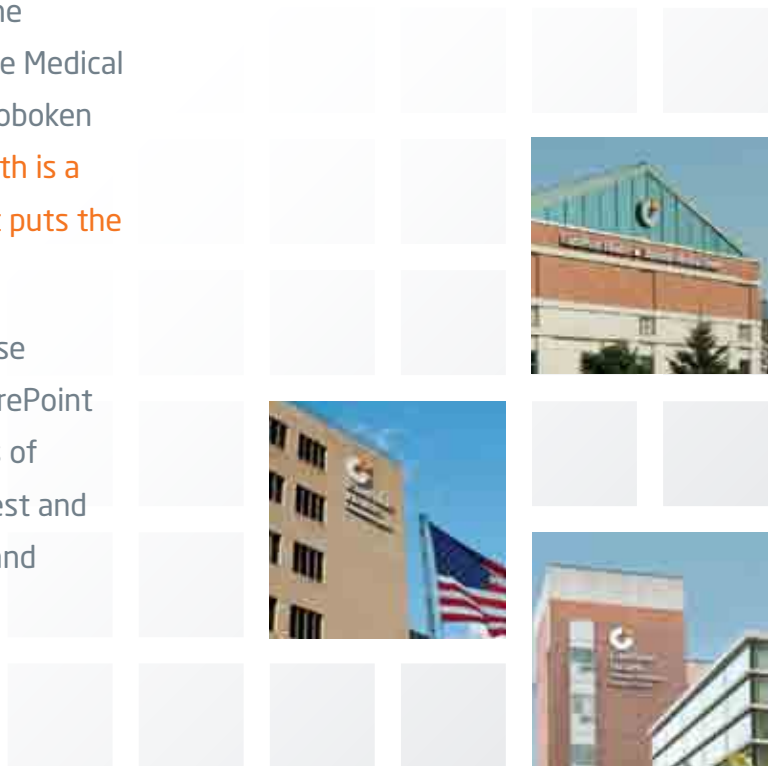
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About the Carnevale Spirit Award

In honor of the memory of Tony and Dorothy Carnevale, both gracious and devoted volunteers who positively impacted their community through many altruistic endeavors. The Ray Festa Melanoma Foundation's Carnevale Community Spirit Award is given annually to someone whose outstanding service to his/her community has helped define and shape its character. Created to honor the memory of Tony and Dorothy Carnevale, whose passion and love of their community was clearly defined by their unselfish devotion to enhancing their hometown. True to the definition of their name—Carnevale—Tony and Dorothy, both spirited and dynamic souls, brought a zeal for life and an unparalleled enthusiasm to all their volunteer efforts.

Tony and Ray not only were comrades on the high school football field, but also were long-time friends, then neighbors and just as close as family. Ironically, Tony, too, was stricken with the same deadly disease and was taken from us just 8 months before Ray. Given the shared history and the closeness of the Carnevale and Festa families, creating this award seemed like a fitting tribute to celebrate this lifelong friendship.

Dorothy and Tony Carnevale

As a local tavern owner, Tony contributed much to his community through his sponsorship of youth and adult athletic teams, the donation of tavern excess food to local food banks, and his generous offering of his tavern for many charity events. Equally important is that his tavern served as a welcoming gathering place for all members of the community where ideas were freely exchanged. Sadly, Tony lost his battle with melanoma at the age of 52, but his legacy of giving and community engagement lives on.



Dorothy devoted much of her time to aiding the homeless through her work as an Advisory Board member of the Montclair Salvation Army where she served as chair of the Cornerstone Homeless Shelter. Throughout her life, Dorothy was a committed advocate for improving the lives of the homeless and volunteered her time at various local homeless feeding programs. When Dorothy passed away in 2011 from cancer, a deep sense of loss was felt throughout the community.

Both through their individual efforts and in tandem, Tony and Dorothy exemplified community giving on a grand scale. To honor their memory, this award recognizes an exceptional individuals who make volunteering and community service a way of life.



Carnevale Spirit Award Past Recipients 2012 Carmen and Yogi Berra

**Presented by The Honorable Rudolph Giuliani,
former Mayor of NYC**

As the recipients of the first Carnevale Spirit Award, Yogi and Carmen Berra set a very high benchmark for others to follow. The Berras epitomized the award through their outstanding service to their community. Their work with the Yogi Berra Museum and Learning Center, the Boy Scouts of America, Lee Iacocca's Statue of Liberty–Ellis Island Foundation, and the Montclair Salvation Army Advisory Board are among the many examples of their generosity of time, spirit and enthusiasm.



The Live SunSmart Foundation mourns the passing of our very dear friend, Carmen Berra. Carmen served on the Foundation's Advisory Board for many years. She gave of herself to the community at large without sacrificing the attention she gave to her family. Yogi, the kids and her grandchildren always came first. She was a remarkable woman. Her spirit lives on through her many acts of kindness and she will be truly missed by the Foundation and by all who were lucky enough to know her.



Carnevale Spirit Award Presenter Adam Scheffer, ESPN Analyst



Presenting this year's Carnevale Spirit Award to Peter King is longtime friend and colleague, Adam Scheffer. Scheffer has covered the NFL for over 20 years and is regarded as one of the top reporters in the industry, especially when it comes to breaking news. He has appeared on a variety of programs, including NFL Insiders, NFL Live, Sunday NFL Countdown, Monday Night Countdown, SportsCenter and more throughout the year. He also contributes regularly to other platforms, such as ESPN.com and ESPN Radio.

In October 2010, Sports Illustrated included Scheffer in its "Power 40+", a listing of the NFL's most influential officials, executives, coaches, players and media members. In 2013, SI also ranked him at No. 13 on its list of the Most Powerful People in Sports Media. Scheffer was voted "Best Insider" three straight years in USA Today conducted fan surveys.

A native of Bellmore, N.Y., Scheffer graduated from the University of Michigan and Northwestern University's Medill School of Journalism.



We would like to extend a special thank you to Mark Haefeli Productions (MHP3) and Mark Haefeli, Executive Producer for the smooth production of tonight's event.

MHP3 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



Carnevale Spirit Award Honoree Peter King

**Senior Writer Sports Illustrated,
Editor-in-Chief The MMQB and Author**

Peter King exemplifies dedication to community giving through volunteerism and his active role on behalf of others. His work with many charities and causes is remarkable - most notably the Wounded Warrior Project, Habitat for Humanity, Write On Sports, food pantries and of course, Youth Travel Softball to name just a few - and are among the many examples of his generosity of time, spirit and enthusiasm.



The Foundation could think of no other finer individual to bestow with this honor than Sports Illustrated senior writer, Peter King. Outside of his philanthropic work, Peter is one of the most authoritative and respected football writers in America. He has covered the league for nearly three decades, most of it as the lead NFL writer for SPORTS ILLUSTRATED and SI.com. His weekly Monday Morning Quarterback column on TheMMQB.com, a new football-only microsite launched in July 2013, attracts millions of readers and helps shape the NFL dialogue throughout the year.

As Editor-in-Chief of The MMQB, he has quickly helped make the new site a must-read for NFL fans with the help of his unmatched access to players, coaches, league officials and others around the game.

King joined SI as a staff writer in 1989 after spending nearly a decade as an award-winning newspaper journalist. He appears frequently as a commentator on radio and TV talk shows across the nation and since 2006 has served as a reporter for NBC's Football Night in America studio show. King served as a halftime analyst for ABC's Monday Night Football in 1994 and '95 and was also the primary NFL commentator for CNN's NFL Preview and CNN/SI, the now-defunct 24-hour sports, news and information network. He joined HBO's Inside the NFL in 2002 as managing editor, and after his arrival, the program won its first Emmy for Outstanding Studio Show. It won three sports Emmys during King's tenure.

King has won several awards throughout his distinguished career, including two Associated Press Sports Editors Awards for excellence in sports journalism. He was named National Sportswriter of the Year in 2010 and 2012, as chosen by the National Sportscasters and Sportswriters Association, and was the recipient of an Eddie Award from FOLIO Magazine for Best Online Column or Blog. King was also the 2009 recipient of the McCann Award—given to Professional Football Writers of America members who have provided long and distinguished service to the profession—and is on the Pro Football Hall of Fame's board of selectors.

King has written six books, the most recent of which, Monday Morning Quarterback: A Fully Caffeinated Guide to Everything You Need to Know About the NFL, was released in October 2009.

King lives in NYC with his wife, Ann, whose commitment to family and community rivals his own.

We are pleased and honored to bestow the Carnevale Spirit Award upon Peter King.



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



Look SunSmart™ raises awareness on how to properly dress (or look) to reduce the risks of sun exposure by protecting our eyes and other parts of our bodies from the sun through clothing, hats and protective eyewear.



Work SunSmart™ educates that population whose work-related activities primarily take place outdoors from landscapers to police officers, from construction workers to professional athletes.

The Live SunSmart Foundation message is simple—we want people to have fun in the sun, but just to do so in a sun smart way. The sun damage you get today—and over time—can have a profound effect on your future health and appearance. Protect yourself, year-round, by making the proper application of sunscreen a daily routine, and encourage your family and friends to do the same. We are all at risk because skin cancer does not discriminate against color, race, age, ethnicity or gender.

Additionally, we conduct free skin screenings and participate in health fairs to raise awareness of the need to be screened, familiarize them with their own skin and provide educational materials to empower them with the knowledge to take control of their own skin health.

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

Our educational and outreach programs would not be possible without their generous contributions of time, money and/or resources.

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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 venue.**
- **Maryana Hordeychuk for her artistic and creative photography and for being a loyal supporter who graciously donates so much time to our Foundation events.**
- **Dennis Zatonski for his tireless work until the wee hours of the morning creating the Dinner Journal and Signage graphics.**
- **Bob Carney for always being the go-to man for all things in operations and production - now, in the past and forever.**



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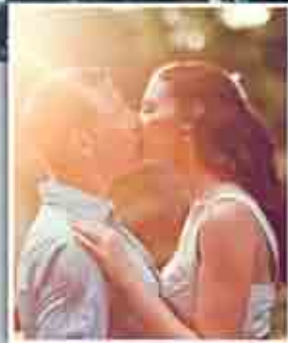
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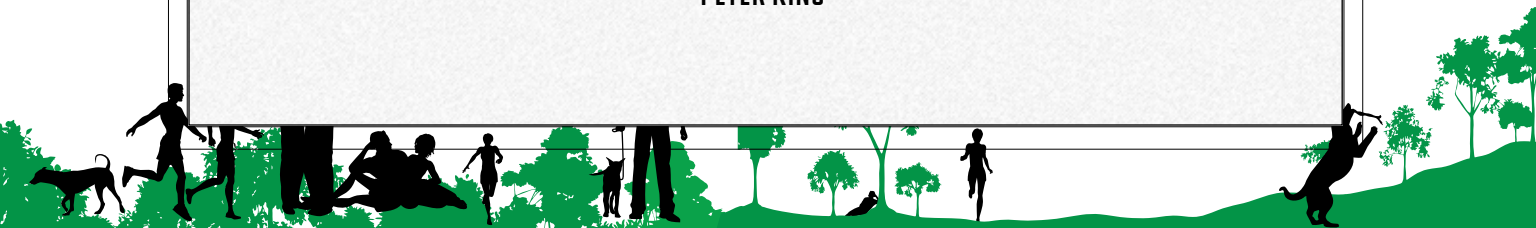
Sports Illustrated is proud to kick off the summer by saluting Peter King, recipient of the Carnevale Community Spirit Award

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STEP 6

Make sure those you care about are doing the same!

For more info on how to Live SunSmart visit livesunsmart.org

