

FOR IMMEDIATE RELEASE



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ST. LOUIS DERMATOLOGISTS UNITE TO SHOW FAMILIES HOW TO PLAY SAFE IN THE SUN AT THE UPCOMING COUNTY FAIR AND AIR SHOW

St. Louis Mayor Francis G. Slay declares September 2 as "Families Play Safe in the Sun Day" in recognition of community outreach service

(August 28, 2006—St. Louis, MO)—To spread the message of sun safety for all seasons to St. Louis families, local dermatologists representing the Women's Dermatologic Society (WDS) will unite to show parents and children how to lead the sun-safe life at the St. Louis County Fair and Air Show in Chesterfield, MO, from September 2-4. The volunteer dermatologists will offer free skin cancer screenings, skin assessments, children's activities, educational materials and sunscreen giveaways to the public throughout the weekend. The dynamic sun safety educational exhibit will provide free services

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and materials from 10 am-7 pm on Saturday, September 2 and Sunday, September 3, and from 10 am-4 pm on Monday, September 4.

St. Louis serves as the eighth stop of a successful 15-city, three-year tour of the Women's Dermatologic Society's national campaign, **"Families Play Safe in the Sun"**, which is made possible through a \$1,000,000 grant from the 3M Foundation. This educational community outreach promotes sun safety for families and youth. WDS members **Roberta Sengemann, MD**, Director of the Center for Dermatologic and Cosmetic Surgery and Assistant Professor at Washington University School of Medicine and private practice dermatologist and Assistant Professor at the University of Missouri, **Saadia Raza, MD**, both of St. Louis, will co-host the volunteer event at the County Fair and Air Show.

The **"Families Play Safe in the Sun"** campaign has an important message for St. Louis families, given the fact that cumulative overexposure to the sun is the primary cause of skin cancer; therefore, good skin habits must begin at an early age and be practiced daily throughout the lifetime.

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In recognition of the local WDS members' volunteer outreach, **St. Louis Mayor Francis G. Slay** will declare Saturday, September 2 as **"Families Play Safe in the Sun Day"** to heighten awareness about the importance of sun safety.

The **"Families Play Safe in the Sun"** campaign is presented to the public at a time when skin cancer ranks as the most common form of cancer in America, with one million new diagnoses expected in 2006.

- Skin cancer is the leading type of cancer among young women, ages 25-29, and rates are increasing among 18-29 year olds.
- If caught in its earliest stages, melanoma, the most severe form of skin cancer, is highly treatable; if left undetected, it can be fatal.

Because overexposure to the sun is the most preventable cause of skin cancer, people of all ages need to make the daily commitment to safeguard their health. The American Academy of Dermatology (AAD) recommends:

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(1) Regular visits to your dermatologist;

(2) Liberal application of a high SPF, broad-spectrum UVA/UVB sunscreen to all exposed areas of the body and face, with re-application every two hours;

(3) Wearing sun-protective clothing, a wide-brimmed hat and sunglasses;

(4) Sun avoidance during peak hours.

As part of the WDS sun safety recommendations geared for families, people are reminded to check expiration dates of sunscreen to ensure product effectiveness and to remember that the sun's rays can be harmful even under cloudy skies and cooler temperatures.

According to **Suzanne Connolly, MD**, Associate Professor of Dermatology, Mayo Clinic, Scottsdale, who leads the national WDS community service effort, the mission of ***Families Play Safe in the Sun*** is to "educate, encourage, and empower people of all ages to make sun safety a way of life, and practice proper skin health habits on a daily basis." The WDS campaign draws from its 1,200 members nationwide to provide volunteer support in local communities to reach out to diverse populations to heighten sun safety awareness and healthy practices. The **Women's Dermatologic Society** recently

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earned the prestigious Gold Triangle Award from the American Academy of Dermatology for its **“Families Play Safe in the Sun”** campaign.

In addition to generous funding from the 3M Foundation, product donations will be provided by Coolibar; Del-Ray Dermatologicals; Dermatologic Cosmetic Laboratories; Ortho Neutrogena; Procter & Gamble; Schering-Plough; Skyrad; and Starberry, Ltd. DermaScans will be furnished by Schering-Plough.

WHO: Volunteer dermatologist members of the Women’s Dermatologic Society from the Greater St. Louis area, led by Roberta Sengelmann, MD and Saadia Raza, MD

WHAT: “Families Play Safe in the Sun” community service outreach at the St. Louis County Fair and Air Show, providing free skin cancer screenings, dermatologic assessments, children’s activities, sun safety educational materials and sunscreen—OPEN TO THE PUBLIC WITH ADMISSION TO COUNTY FAIR AND AIR SHOW.

WHERE: St. Louis County Fair and Air Show grounds, Chesterfield, MO.

WHEN: Saturday, September 2 and Sunday, September 3, 10 am-7 pm and Monday, September 4, from 10 am-4 pm.

INFORMATION: 1-877-WDS-ROSE (937-7673). Visit: www.womensderm.org or www.playsafeinthesun.org

The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women's Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to: foster, promote, and support women's issues in dermatology; identify, train, and recognize women leaders in dermatology; and provide a forum for developing relationships.