

FOR IMMEDIATE RELEASE



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WOMEN'S DERMATOLOGIC SOCIETY VOLUNTEERS TO PRESENT PHILADELPHIA FAMILIES WITH SUN SAFETY OUTREACH AT MANAYUNK ARTS FESTIVAL

**LOCAL DERMATOLOGISTS TO WIDELY PROMOTE SUN SAFETY
IN CITY THAT SCORED 9TH OF 32 MAJOR US CITIES IN RECENT
SUN SMART SURVEY**

(June 20, 2007—Philadelphia, PA)—With a mission to promote heightened sun safety awareness among an expected 350,000 people of all ages and skin types, a volunteer team of dermatologists representing the **Women's Dermatologic Society (WDS)** will present the award-winning community service outreach, "**Families Play Safe in the Sun**" at the Manayunk Arts Festival, Saturday June 23 and Sunday, June 24, 2007. Board-certified dermatologists will offer **FREE skin cancer screenings and sun damage assessments, along with educational materials, free sunscreen, sun safety giveaways and kids' activities** in the interactive WDS booth.

Hosted by Doylestown, PA dermatologist and WDS member **Barbara M. Mathes, MD**, this outreach is the 11th stop of 15-city, 3-year national campaign, made possible by a generous grant from the 3M Foundation.

According to a recent survey measuring comparative “sun smarts” among 32 major US cities published by the American Academy of Dermatology, called, “Rays Your Grade”, Philadelphia placed 9th in a three-way tie with Atlanta and Idaho, a “respectable” score which WDS volunteers expect to boost through the upcoming “**Families Play Safe in the Sun**” outreach aimed at diverse populations of families.

In recognition of the local WDS outreach, **Philadelphia Mayor John F. Street** will declare Saturday, June 23 as “**Families Play Safe in the Sun**” Day to help raise awareness about the importance of family sun safety.

“**Families Play Safe in the Sun**”, a parent and youth-oriented educational campaign, recently won the prestigious “Gold Triangle” award from the American Academy of Dermatology (AAD). The outreach is designed to “encourage, educate and empower family

members to make sun safety a way of life”, according to **Suzanne Connolly, MD**, Associate Professor of Dermatology at the Mayo Clinic (Arizona), who leads this WDS national service effort. To date, more than one million families have been reached directly through the WDS campaign held at large-scale community events across the nation, and nearly 100 million media impressions have been created since the program’s inception in 2005.

Families Play Safe in the Sun at the Manayunk Arts Festival will take place on Saturday, June 23, from 11:30 am-5:30 pm and Sunday, June 24, from 11:30 am-5:30 pm in the Women’s Dermatologic Society booth located at the intersection of Main Street and Jamestown, in the Manayunk district of Philadelphia.

In addition to generous funding from the **3M Foundation**, product donations will be provided by **Cabana Life, Coolibar; Del-Ray Dermatologicals; Johnson& Johnson; Ortho Neutrogena; Procter & Gamble; Skyrad; and Starberry, Ltd.**

The WDS campaign draws from its 1,300 members nationally to provide volunteer support in local communities to reach out to families to increase sun safety awareness and healthy skin practices among

people of all ages, in all seasons. For further information, please visit:

www.playsafeinthesun.org or www.womensderm.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.

WHO: Volunteers representing the Women's Dermatologic Society, led by Barbara Mathes, MD

WHAT: Families Play Safe in the Sun campaign, offering free skin cancer screenings, sun damage assessments, educational materials, FREE sunscreen and sun safety giveaways, plus kids activities

WHERE: In the WDS booth located on Main and Jamestown Streets, Manayunk Arts Festival, Philadelphia

WHEN: Saturday, June 23, 11:30 am-5:30 pm and Sunday, June 24, 11:30 am-5:30 pm.

FOR MORE INFO: Contact the Women's Dermatologic Society, 877-WDS-ROSE or visit: www.playsafeinthesun.org

Women's Dermatologic Society~www.womensderm.org

