

FOR IMMEDIATE RELEASE



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WOMEN'S DERMATOLOGIC SOCIETY HOSTS FAMILY SUN SAFETY OUTREACH AT THE INGENUITY FESTIVAL

Cleveland volunteers led by Cleveland Clinic dermatologists to conduct free skin cancer screenings and sun safety education through award-winning campaign

(July 18, 2007—Cleveland, OH—)In a united effort to help curb the rising incidence of skin cancer among younger people, a volunteer team of Cleveland dermatologists will promote family sun safety and good skin health habits at the Ingenuity Festival, July 20-22 through the **Women's Dermatologic Society (WDS)** educational outreach, ***Families Play Safe in the Sun***. Board-certified local dermatologists will offer **FREE skin cancer screenings, sun damage assessments, educational materials, sunscreen, sun safety giveaways and children's activities** in an innovative WDS exhibition booth at the popular downtown Festival.

This dynamic community service outreach, designed to help people of all ages and skin types learn more about proper sun protection and skin cancer prevention, is co-hosted by **Cleveland**

Clinic dermatologists and WDS members **Wilma F. Bergfeld, MD, FAAD**, Head, Clinical Research, Department of Dermatology and Head, Dermatopathology, Department of Dermatology and Pathology, who was Founding President of the WDS; **Christine P. Lopez, MD**, Associate Staff and Associate Program Director, Dept. of Dermatology, and **Allison Moosally, MD**, MOHS Dermatologic Surgery Fellow and recent staff member, Beachwood Family Health Center. The Cleveland effort marks the 12th stop of a 15-city, 3-year national campaign, made possible by a generous grant from the 3M Foundation.

In recognition of the local WDS outreach led by the Cleveland Clinic volunteers, Cleveland Mayor Frank G. Jackson will declare Saturday, July 21 as "***Families Play Safe in the Sun***" Day to bring attention to the importance of family sun safety for all citizens and in all seasons.

As a parent and youth-oriented educational campaign aimed at diverse populations, "***Families Play Safe in the Sun***" 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, the WDS campaign has directly reached more than one million families at large-scale community events across the nation, and nearly 100 million media impressions

have been created since the program's inception in 2005. In 2006, the WDS campaign earned the prestigious "Gold Triangle" award from the American Academy of Dermatology (AAD).

Families Play Safe in the Sun at the Cleveland Ingenuity Festival will take place on Friday, July 20, from 5:00-8:00 pm, and Saturday, July 21 and Sunday, July 22, from 12 pm-6:00 pm in the Women's Dermatologic Society booth located at Euclid and 17th Streets in downtown Cleveland.

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

The WDS campaign draws the organization's 1,300 dermatologist members nationally to provide volunteer support in local communities to increase sun safety awareness and promote healthy skin practices among family members of all ages and skin types. 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: Board-certified local dermatologists and other volunteers, co-hosted by Cleveland Clinic dermatologists Dr. Wilma F. Bergfeld, Dr. Christine Lopez, and Dr. Allison Moosally, representing the Women's Dermatologic Society.

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

WHERE: In the WDS booth located on Euclid and 17th Streets, downtown Cleveland.

WHEN: Friday, July 20, 5-8 pm, Saturday, July 21 and Sunday, July 22, 12-6 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