

**FOR IMMEDIATE RELEASE**



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## **Phoenix Dermatologists Offer Free Skin Cancer Screenings at P. F. Chang's Rock 'n' Roll Arizona Health & Fitness Expo**

***Local members of the Women's Dermatologic Society (WDS) will provide free sunscreen and sun protection tips for running enthusiasts in sun-soaked Phoenix.***

**(January 8, 2008—Phoenix, AZ)** In a region that is home to four of the top ten sunniest cities in the nation, a team of Phoenix dermatologists representing the **Women's Dermatologic Society (WDS)** will promote family sun safety as a year-round commitment for all skin types at the upcoming *P. F. Chang's Rock 'n' Roll Arizona Health & Fitness Expo* **on Friday, January 11 and Saturday, January 12, 2008** in the Phoenix Convention Center. Through the WDS national campaign, ***Families Play Safe in the Sun***, board-certified dermatologists and other WDS volunteers from the Greater Phoenix area will offer free skin cancer screenings, sun damage

assessments, educational materials, sunscreen samples, sun safety giveaways and children's activities at the Expo.

**Jennifer Linder, MD**, a Scottsdale dermatologist, Mohs skin cancer surgeon and Clinical Instructor for the University of California San Francisco Department of Dermatology, will host this local effort. The Phoenix outreach event serves as the 14<sup>th</sup> stop of a 15-city, 3-year campaign made possible by a generous grant from the 3M Foundation.

In recognition of the local WDS outreach to heighten awareness about effective sun protection in the "Valley of the Sun," **Phoenix Mayor Phil Gordon** will present a proclamation to the WDS volunteers and declare Friday, January 11 as ***"Families Play Safe in the Sun" Day***.

**Suzanne Connolly, MD**, Associate Professor of Dermatology at the **Mayo Clinic (Arizona)**, **WDS** Incoming President (February 2008) and national leader of this community service campaign, states that the mission of ***"Families Play Safe in the Sun"*** is "to encourage, educate and empower family members to make sun safety a way of life."

To date, the WDS campaign has directly reached 1,700,000 people at large-scale community events across the nation, and has generated more than 116,000,000 media impressions about family sun

safety 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 Health & Fitness Expo will take place on Friday, January 11, 10:00 am-7:00 pm and Saturday, January 12, from 9:00 am-5:00 pm. in the **Women's Dermatologic Society** booth located in South Building of the Phoenix Convention Center, 33 South Third St, Phoenix.

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

The WDS campaign draws from the organization's 1,600 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 all seasons. For further information, please visit:

[www.playsafeinthesun.org](http://www.playsafeinthesun.org) or [www.womensderm.org](http://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 Phoenix-area dermatologists and other volunteers representing the Women's Dermatologic Society.

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

WHERE: At the *P. F. Chang's Rock 'n' Roll Arizona Health & Fitness Expo*, in the WDS booth located inside the South Building of the Phoenix Convention Center, 33 South Third Street, Phoenix.

WHEN: Friday, January 11, 2008, 10:00 am-7:00 pm and Saturday, January 12, from 9:00 am-5:00 pm.

CONTACT: Women's Dermatologic Society, 877-WDS-ROSE or visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org)

**Women's Dermatologic Society~[www.womensderm.org](http://www.womensderm.org)**