

FOR IMMEDIATE RELEASE



DATE May 8, 2008

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New Jersey Dermatologists Gear Up for Fifth Season of “Play Safe in the Sun” at LPGA’s Sybase Classic to Urge Outdoor Enthusiasts to Protect Skin

Local members of the Women’s Dermatologic Society (WDS) will provide free skin cancer screenings and golfer sun safety education as part of new 3-year outreach

(May 8, 2008—Clifton, NJ)-- As skin cancer continues as the most common cancer in the United States, the Women’s Dermatologic Society (WDS) has re-doubled its efforts to spread the message about proper skin care among outdoor enthusiasts through its sun safety campaign, “Play Safe in the Sun.” The WDS proudly opens its fifth community outreach season with a strong line-up featuring an enhanced collaboration with the LPGA, the support of top-ranked LPGA Tour player Paula Creamer, and a 3-year community outreach grant from L’Oréal USA.

The new campaign will debut at the LPGA Sybase Classic Presented by ShopRite, held at the Upper Montclair Country Club in

Clifton, New Jersey, hosted by WDS member and New Jersey dermatologist Naomi Lawrence, MD. Dr. Lawrence is board-certified in dermatology and dermatopathology and Director of Procedural Dermatology, Cooper University Hospital. She will lead a team of fellow New Jersey dermatologists through a weekend of public outreach that will offer free skin cancer screenings, sun damage assessments, sun safety education and free sunscreen for tournament spectators on Friday, May 16 through Sunday, May 18. Dermatologist volunteers will also provide private screenings for LPGA players, caddies and members of the media.

In support of the WDS outreach, LPGA Tour player Paula Creamer said, "As a professional golfer, I know how important it is to protect my skin everyday from all the harmful sun exposure that comes with the game of golf. To maintain healthy skin, I encourage all outdoor enthusiasts to join me in a commitment to practicing sun safety as a way of life. I am so pleased to support the Women's Dermatologic Society in their outreach at selected LPGA tournaments to raise awareness about sun safety and skin cancer prevention."

Philippe Patsalides, General Manager of the Active Cosmetics Division, L'Oréal USA states, "L'Oréal USA has always made research and development, and sun education and safety, a priority for our consumers. The superior technology behind our portfolio of sun

products is a testament to this commitment. We are delighted to embark on our three-year partnership with the WDS, which will enable us to bring our message of sun protection and skin cancer prevention to an even broader audience of women and men who are seeking the best ways to protect their skin.”

In recognition of the local WDS outreach to raise awareness about sun protection and skin cancer prevention, Clifton Mayor James Anzaldi will declare Friday, May 16, 2008 to be “Play Safe in the Sun Day” citywide and will present a proclamation to WDS for its volunteer service in this community.

Visitors to the LPGA’s Sybase Classic event are encouraged to stop by the WDS Expo tent during the weekend to get screened by a volunteer board-certified dermatologist and learn more about how to protect the skin. “Learning the finer points of what it takes to carry out daily sun safety is so important and like any habit, it takes practice, practice—and not just on sunny days,” says Dr. Lawrence. “You’ll need to apply your broad-spectrum sunscreen even on those cloudy, cooler days to protect against harmful UVA and UVB exposure!”

The WDS national campaign, co-chaired by WDS members Adrienne Stewart, MD (Denver, CO) and Michel McDonald, MD, (Nashville, TN), draws from the organization’s 1,500 dermatologist members to provide volunteer support in local communities to increase

sun safety awareness and promote healthy skin practices among outdoor sports enthusiasts, at LPGA tournaments and professional tennis events. WDS will present Play Safe in the Sun at three other golf tournaments on the 2008 LPGA Tour, along with its first entry into the world of professional tennis at the Pilot Pen Classic in New Haven, CT in August. 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 New Jersey dermatologists and other volunteers representing the Women's Dermatologic Society.

WHAT: Play Safe in the Sun community service outreach-- offering free skin cancer screenings, sun damage assessments, sun safety tips for golfers and free sunscreen.

WHERE: At the LPGA's Sybase Classic at the Upper Montclair Country Club in Clifton, New Jersey, in the WDS Expo Tent.

WHEN: Friday, May 16, 12 noon to 3pm; Saturday, May 17 and Sunday May 18, 9 am-3 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