

FOR IMMEDIATE RELEASE



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Dermatologists score healthy first for fans at final tennis tournament before U.S. Open

New Haven dermatologists will offer free skin screenings in first-ever outreach for Pilot Pen Tennis fans amidst rising melanoma rates in younger women

(August 12, 2008—New Haven, CT)—Amidst rising melanoma rates in younger women, a volunteer team of dermatologists representing the **Women's Dermatologic Society (WDS)** will jump into the popular arena of professional tennis for the first time, providing free skin cancer screenings for spectators at the Pilot Pen Tennis Tournament in New Haven, CT on August 17, 2008.

The WDS initiative targets outdoor enthusiasts who face a heightened risk of developing skin cancer due to prolonged sun exposure. Reaching out to tennis fans with the message of sun safety broadens the focus of the *Play Safe in the Sun* outreach, well known on the Ladies Professional Golf Association (LPGA) Tour since 2004. Supported for the next three years by L'Oreal USA in collaborative partnership with the WDS, the service fulfills an important need, as demonstrated by the significant number of skin cancers identified during outreach events.

The New Haven outreach is co-chaired by WDS members and Yale University faculty **Mona Gohara, MD**, clinical instructor of dermatology and **Sumaira Aasi, MD**, Assistant Professor in Dermatology. The pair has organized a volunteer team of fellow New Haven dermatologists to offer free skin cancer screenings, sun safety education and free sunscreen to spectators at this important final tennis match before the U.S. Open.

In commemoration of the WDS event, New Haven Mayor **John DiStefano** will declare Sunday, August 17 as “Play Safe in the Sun” Day citywide in support of the importance of skin cancer awareness and sun protection for local citizens.

Tennis fans may visit the WDS tent at the Connecticut Tennis Center, Yale University, on “Kids Day”, Sunday, August 17, between 9 am-4 pm for free skin checks, sunscreen and sun safety tips. Dr. Gohara notes the importance of protecting the skin from the cumulative effects of sun exposure starting at an early age. “On a daily basis, this means applying an ounce (ping-pong ball size amount) of broad-spectrum sunscreen before going outdoors, re-applying every two hours and seeking shade whenever possible.” These principles of sun safety are not limited to sunny days, adds Dr. Aasi, who states that the sun’s harmful rays shine through even under cloudier skies—“so stay covered, wear your sunscreen, hat and protective sunglasses!”

The WDS national campaign is co-chaired by WDS members **Adrienne Stewart, MD** (Denver, CO) and **Michel McDonald, MD** (Nashville, TN). The *Play Safe in the Sun* outreach draws from the organization’s 1,600 dermatologist members to provide local volunteers to increase sun safety awareness and promote healthy skin practices among outdoor sports

enthusiasts. 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; provide a forum for developing relationships and the exchange of ideas and research relevant to women's issues; and promote the highest possible standards of ethics, research, patient care and education, as well as public education.

WHO: Board-certified Connecticut 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 safety tips and free sunscreen for tennis fans.

WHERE: The Connecticut Tennis Center at Yale University, New Haven, CT in the Women's Dermatologic Society tent

WHEN: Sunday, August 17, 2008, 9 am- 4pm.

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

Women's Dermatologic Society~www.womensderm.org

