

**FOR IMMEDIATE RELEASE**



**DATE** January 25, 2006

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## **NATIONAL SUN SAFETY CAMPAIGN GEARS UP FOR THOUSANDS OF COCONUT GROVE ARTS FESTIVAL VISITORS WITH FREE FAMILY EDUCATION AND ACTIVITIES**

***Local volunteer dermatologists from the Women's Dermatologic Society will offer free skin assessments, educational materials, children's activities and sunscreen for Arts Festival visitors, February 18 and 19, 2006.***

**(January 25, 2006—Miami, FLA)**—Coconut Grove Arts Festival

visitors can learn more about family sun safety and good skin health by participating in the Women's Dermatologic Society **(WDS)** free interactive educational exhibition, held outside the entrance to the Festival, Saturday, February 18, 10 am-6 pm and Sunday, February 19, 2006, 9 am-6 pm. WDS dermatologist volunteers from the Greater Miami area will conduct free skin assessments utilizing *DermaScan* machines and will provide sun safety educational materials, children's activities and free sunscreen to Arts Festival visitors.

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

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This dynamic family-oriented community outreach, known as "***Families Play Safe in the Sun***", is made possible by a \$1,000,000 grant from the 3M Foundation. Miami is the fourth leg of a three-year, 15-city educational tour around the United States. The WDS service campaign developed from the need to better promote sun safety due to the continued incidence of skin cancer, now the fastest-growing form of cancer in America and the leading type of cancer for young women, ages 25-29.

According to **Suzanne Connolly, MD**, Associate Professor of Dermatology, Mayo Clinic, Scottsdale, who leads the national WDS community service effort, the mission of ***Families Play Safe in the Sun*** is to "educate, encourage, and empower people of all ages to make sun safety a way of life, and practice proper skin health habits on a daily basis." The WDS effort draws from 1,200 WDS members nationally to provide volunteer support in local communities to reach out to diverse populations to heighten sun safety awareness and practices.

**WDS member Elizabeth Alvarez Connelly, MD**, Associate Clinical Professor of Dermatology and Pediatric Dermatology at the University of Miami will host the volunteer community service event locally, mobilizing several WDS members from the Greater Miami area to donate many hours to educate the public about sun protection.

In addition to generous funding from the 3M Foundation, product donations will be provided by Coolibar; Del-Ray Dermatologicals; LaRoche-Posay; Ortho Neutrogena; Phoenix Brands; Procter & Gamble; Schering-Plough; Skyrad; and Starberry, Ltd. DermaScans will be furnished by Schering-Plough.

For more information, visit [www.womensderm.org](http://www.womensderm.org) or [www.playsafeinthesun.org](http://www.playsafeinthesun.org) or call 1-877-WDS-ROSE (937-7673).

**WHO:** Volunteer dermatologist members of the Women's Dermatologic Society from the Greater Miami area, led by Elizabeth A. Connelly, MD, pediatric dermatologist from the University of Miami faculty

**WHAT:** "Families Play Safe in the Sun" community service outreach providing free dermatologic assessments, children's activities, sun safety educational materials and sunscreen—OPEN TO THE PUBLIC.

**WHERE:** Outside entrance of the Coconut Grove Arts Festival

**WHEN:** Saturday, February 18, 10 am-6 pm and Sunday, February 19, 9 am-6 pm..

**INFORMATION:** 1-877-WDS-ROSE (937-7673). Visit: [www.womensderm.org](http://www.womensderm.org) or [www.playsafeinthesun.org](http://www.playsafeinthesun.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.*