

FOR IMMEDIATE RELEASE
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Media Inquiries:
Nancy FitzGerald
(760) 333-9296

CONTACT
General Inquiries:
Kerry Parker
1-877-WDS-ROSE | (1-877-937-7673)

WOMEN'S DERMATOLOGIC SOCIETY MEMBERS SPREAD SUN SAFETY EDUCATION IN BOCA RATON TO HUNDREDS OF FAMILIES AND STUDENTS

Families at the AAD Guinness Book of World Record Setting receive free sunscreen, educational materials and skin cancer screenings, including many first-timers.



Asha Patel, Christopher Ballard, Lisa Martinez, and Stacy Chimento

(May 8, 2006—Boca Raton, FL)— On Saturday, May 6th, the **Women's Dermatologic Society** (WDS) partnered up with the Melanoma Foundation on a "Sun Safety Awareness Day" at Boomers in Boca Raton, FL. The event was a follow up to our recent campaign stop at the Coconut Grove Arts Festival in Miami.

As part of the award-winning national community service outreach, "*Families Play Safe in the Sun*", the local volunteer dermatologists provided free skin cancer screenings, sun safety educational materials and sunscreen to students and family members, including many people who had never before experienced a skin cancer screening.

Approximately 200 skin cancer screenings were conducted by WDS members **Alysa Herman, MD** and **Donna Zeide, MD**, along with other area derms, as part of the AAD Guinness Book of World Record Setting. Six medical students from the University of Miami participated in a scaled-down version of "*Families Play Safe in the Sun*" educational outreach to the 400+ students and family members attending.

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Lisa Martinez, Asha Patel, Christopher Ballard, Yvette Tivoli, and Stacy Chimento

Items distributed were:

- Families Play Safe in the Sun brochures in English and Spanish
- Reprints of Lisa Connelly's article in South Florida Parenting
- AAD Melanoma ABCD's info
- Sunscreen and UV-changing bracelets.

A big thank you to Nancy Fitzgerald for organizing WDS's involvement in the event and to Chris Ballard, a recent Medical Student Awareness Award Winner who helped with set-up and volunteer recruitment.

Families Play Safe in the Sun will visit Denver, CO and Chicago, IL in the coming months. For further information, please visit: www.playsafeinthesun.org or www.womensderm.org.

- MORE INFORMATION: 1-877-WDS-ROSE (937-7673) | www.womensderm.org
- [A 60-second public service announcement promoting sun safety is available for viewing here](#)



For further information about Women's Dermatologic Society, visit:

www.womensderm.org
www.playsafeinthesun.org

Contact Kerry Parker, Executive Director, at 1-877-WDS-ROSE

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.