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

Media Inquiries: Nancy FitzGerald (760) 333-9296

## **Cleveland Dermatologists Help Families Play Safe in the Sun with High-Impact Outreach**

***Local Women's Dermatologic Society volunteers led by Cleveland Clinic dermatologists give their all at Ingenuity Festival promoting family sun safety***

(July 30, 2007—Cleveland, OH—) Many thousands of Cleveland men, women and children of all ages and skin types benefited from a recent ***Families Play Safe in the Sun*** outreach at the Ingenuity Festival, presented by the **Women's Dermatologic Society (WDS)** and energetically led by a team of **Cleveland Clinic** dermatologists. The notably successful local event, the 12<sup>th</sup> stop of a 15-city national campaign, was co-hosted by **Cleveland Clinic** dermatologists and **WDS** members **Wilma F. Bergfeld, MD, FAAD**, Head, Clinical Research, Department of Dermatology and Head, Dermatopathology, Department of Dermatology and Pathology, who was Founding President of the **WDS**; **Christine P. Lopez, MD**, Associate Staff and Associate Program Director, Dept. of

Dermatology, and **Allison Moosally, MD**, Mohs and Dermatologic Surgery Fellow and recent staff member, Beachwood Family Health Center. This acclaimed family sun safety campaign, made possible by a generous grant from the **3M Foundation**, made its mark in Cleveland as shown in the following results:

- ✓ 305 individuals received free skin cancer screenings by Board-certified Ohio dermatologists, resulting in a 33% referral rate for further diagnosis/biopsy.
- ✓ 510 people underwent sun damage assessments conducted by volunteer dermatologists utilizing the Dermascan machine.
- ✓ 28,000 samples of broad-spectrum sunscreen samples were distributed to Festival visitors.
- ✓ 15 parents and teachers signed up for the Adopt-a-School program, providing the Environmental Protection Agency's Sun Wise Kit to their designated schools.
- ✓ 24 dermatologist volunteers interacted with thousands of Festival visitors during two and a half days of the outreach, offering a cumulative total exceeding 160 hours of community service.
- ✓ Cleveland Mayor Frank G. Jackson declared Saturday, July 21 as **"Families Play Safe in the Sun" Day** in recognition of the local volunteer outreach benefiting Cleveland families.

The following Cleveland Board-certified dermatologists and WDS members contributed their time and efforts to the local Families Play Safe in the Sun campaign: **Wilma Bergfeld, MD, Beverly Cameron, MD, Trefina Galloway, MD, Ann Kooken, MD, Christine Lopez, MD, Jon Meine, MD, Allison Moosally, MD, Pamela Ng, MD, Melissa Piliang, MD, Najwa Somani, MD, Jim Taylor, MD, Becky Tung, MD, and Justin Woodhouse, MD. Resident volunteer support was provided by: Antoine Amado de Olazaval, MD, Natasha Atanaskova, MD, Laura Burdick, MD, Luciana Molina de Medeiros, MD, Berna Remzi, MD, Mandi Sachdeva, MD, Ali Somani, MD, Michele Tarbox, MD and James Tarbox, MD, along with Fran Moore, PA-C.**

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", according to **Suzanne Connolly, MD**, Associate Professor of Dermatology at the Mayo Clinic (Arizona), who leads this family-oriented educational outreach service on a national level. To date, the WDS community service campaign has directly reached approximately 1,050,000 families at large-scale outdoor community events across the nation. In 2006, the WDS campaign earned the prestigious "Gold

Triangle" award from the **American Academy of Dermatology (AAD)**.

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

The next stop of the **Families Play Safe in the Sun** campaign will take place at the Plano Balloon Festival, September 21-23, 2007 in Plano, Texas. 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.*

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

