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**FOR IMMEDIATE RELEASE**

## **Team of Maryland Dermatologists Ready to Offer Crowds Free Skin Cancer Screenings and Sun Safety Outreach at Popular LPGA Tournament**

*Volunteers representing the Women's Dermatologic Society (WDS) all lined up for a busy weekend at the McDonald's LPGA Championship in picturesque Havre de Grace, MD*

(June 4, 2008—Havre de Grace, MD)—United by a commitment to educate outdoor enthusiasts

about sun safety and skin cancer prevention, a corps of volunteers representing the **Women's Dermatologic Society (WDS)** will reach out to expected large crowds of spectators with free skin cancer screenings, sun damage assessments, sun safety tips and free sunscreen at the **McDonald's LPGA Championship Presented by Coca-Cola** on June 6-8, 2008 at Bulle Rock Country Club in Havre de Grace, MD. This sun safety outreach marks the second

event in a new 3-year series planned for the “*Play Safe in the Sun*” campaign, a community service presented to the public supported by, and in collaboration with, **L’Oreal USA**. Comments Alan Meyers, Senior Vice President, Corporate R&D, L’Oréal USA, “At L’Oréal, it is the goal of our 3,000 scientists across the globe to develop state-of-the art products with cutting-edge scientific technology. One of the main focuses of this research is sun protection, and along with it, consumer education. L’Oréal USA’s partnership with the Women’s Dermatologic Society reflects this commitment, and allows us to further our mission of educating consumers on the importance of sun safety -- in particular those consumers who are most at risk of developing skin cancer.

The local outreach will be co-hosted by Board-certified Maryland dermatologists and WDS members Valerie Callender, MD, Medical Director, Callender Skin and Laser Center (Mitchellville, MD), and Clinical Assistant Professor of Dermatology, Howard University, and Karen Beasley, MD, practicing dermatologist with The Maryland Laser, Skin &

Vein Institute (Hunt Valley, MD) and Clinical Assistant Professor Of Dermatology, University of Maryland School of Medicine.

The "*Play Safe in the Sun*" outreach will offer free skin cancer screenings by board-certified Maryland dermatologists, sun damage assessments with a UV reflectance unit, sun safety educational materials and free samples of broad-spectrum sunscreen. For tournament spectators, the free skin checks will take place in the WDS Expo Tent, on Friday, June 6 through Sunday, June 8, from 9 am-3 pm daily. WDS dermatologist members will also provide free skin cancer screenings for LPGA players, caddies and on-site media at private events earlier in the week.

Dr. Callender, who is returning for her third time to chair a "*Play Safe in the Sun*" event, comments, "We are delighted to come back to this terrific tournament, where we know we are reaching people whose love of the game of golf puts them at a heightened risk of developing skin cancer,

due to cumulative sun exposure. We encourage all weekend golf fans to stop by our tent, get a free skin check and enough sunscreen for the whole day.” According to Dr. Beasley, “Enough sunscreen for your day means a golf-ball sized amount for the face and body, re-applied every nine holes—whether under sunny or cloudy skies.”

In recognition of the local WDS outreach, Havre de Grace **Mayor Wayne Dougherty** will declare Friday, June 6 as “Play Safe in the Sun” Day citywide to remind citizens of the importance of sun safety.

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 habits. Later in the professional golf season, WDS will present *Play Safe in the Sun* at the LPGA Safeway Classic in Portland, OR and the Samsung World Championship, Half Moon Bay, CA. WDS will

make its debut into the world of professional tennis at the Pilot Pen Classic in New Haven, CT in August, 2008. For further information, please visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org) or [www.womensderm.org](http://www.womensderm.org).

**WHO:** Board-certified Maryland dermatologists and other volunteers representing the Women's Dermatologic Society, led by Maryland dermatologists and WDS members Valerie Callender, MD and Karen Beasley, MD.

**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:** McDonald's LPGA Championship Presented by Coca-Cola at the Bulle Rock Country Club in Havre de Grace, Maryland, in the WDS Expo Tent.

**WHEN:** Friday, June 6 through Sunday, June 8, 9 am- 3 pm daily.

**FOR MORE INFO:** Contact the Women's Dermatologic Society, 877-WDS-ROSE or visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org)

### **ABOUT THE WOMEN'S DERMATOLOGIC SOCIETY**

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 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.

## **ABOUT L'OREAL USA**

L'Oréal USA, headquartered in New York City, is a wholly-owned subsidiary of L'Oréal SA, one of the world's leading beauty companies. L'Oréal USA has Research and Development, Manufacturing and Distribution facilities across eight states in the U.S., including New York, New Jersey, Kentucky, Arkansas, Illinois, Ohio, Colorado and Texas. L'Oréal's impressive portfolio of brands includes Lancôme, Giorgio Armani, Shu Uemura, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionel and Kérastase. The U.S. is the base for the product development, international marketing and advertising for L'Oréal's nine American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren, Redken 5<sup>th</sup> Avenue NYC, Matrix, Mizani, SkinCeuticals and PureOlogy.