



Joanna M. Nicolay Melanoma Foundation
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FOR IMMEDIATE RELEASE

July 3, 2006

Melanoma Survivor Crowned Miss Maryland 2006

Westminster, MD – The crowning of Brittany Lietz as Miss Maryland on July 1 heralds both an important moment and opportunity in the fight against melanoma, the most lethal form of skin cancer. Lietz is no stranger to Carroll County, recently competing in the “Tri-to-Win” Triathlon on June 18th at the South Carroll Swim Club to raise funds for the Joanna M. Nicolay Melanoma Foundation (JMNMF). Lietz also filmed portions of a public service announcement in Carroll highlighting the importance of melanoma prevention and public awareness of the great risks of sun exposure and tanning parlors.

As a survivor, Lietz, 21, of Edgewater, MD, points to excessive use of tanning salons as the primary reason for contracting melanoma, first diagnosed as stage 2, in early 2005. Lietz is very fortunate to have been diagnosed and undergone immediate surgery while the melanoma was operable. Further progression would be very problematic involving greater surgical invasion and any combination of other treatments including chemotherapy, immunotherapy and radiation. Melanoma can be cured if it is diagnosed and treated when the tumor is thin and has not deeply invaded the skin.

According to Robert E. Nicolay, JMNMF chairman, “As a melanoma survivor, Brittany has been an avid supporter of our Foundation and its mission. She participated in our ‘give-away’ of 8,000 bottles of sunscreen at this year’s Bay Bridge Walk and recently competed in the “Tri-to-Win” Triathlon we sponsored on Father’s Day. Presently, she is working with us on a public service announcement to address the dangers of tanning beds. She is a great spokesman for our cause and will raise greater visibility as she represents the State as Miss Maryland. I congratulate Brittany and wish her continued success as she prepares for the 2007 Miss America Pageant.”

Melanoma is the most serious and lethal form of skin cancer. One person dies every hour in the U.S. from melanoma. The incidence rate in Maryland has increased over 300% in the past two decades and nationwide there are an estimated 60,000 new cases each year.

While the key is early detection and treatment, prevention activities are paramount to avoid skin cancer and melanoma (see related inset box below). The ABCDE’s can be helpful in assessing suspicious moles and growths. Contact a dermatologist if any of the following are noticed:

A - Asymmetry: when one half of the mole doesn’t match the other;

B - Border: when the border or edges to the mole are ragged, blurred or irregular;

C - Color: when the color of the mole is not the same throughout or if it has shades of tan, brown, black, red, white, or blue;

-more-

The Joanna M. Nicolay Melanoma Foundation

...the voice for melanoma prevention, detection, care and cure



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D - Diameter: when the diameter of a mole is larger than 6mm, about the size of a pencil eraser; or,

E - Elevation & enlargement – the mole is raised or elevated above the skin or there is a history of increase in the size of a mole.

The Joanna M. Nicolay Melanoma Foundation, founded in 2004, recently opened an office in the new Carroll Non-Profit Center in Westminster, MD. The Foundation is active throughout the state and nationally, most recently in May distributing 8,000 bottles of sunscreen to participants of the 2006 Chesapeake Bay Bridge Walk and co-hosting programs to increase awareness in May as National Melanoma Month.

Also, this spring the Foundation announced the formation and inaugural presentation of an annual Foundation Research Scholar Award to a graduate student at the Johns Hopkins University School of Medicine to advance melanoma research.

Further information on the Foundation is available at www.melanomaresource.org or by contacting the office at jmmmf@carr.org or (410) 857-4890.

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For further information:

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Melanoma Prevention & Safety Tips (Inset Box for Article)

The most important step you can take to prevent skin cancer and melanoma is to avoid burning or tanning. Prevention must begin in childhood – most people accumulate approx. 50% of their lifetime sun exposure before age 18.

- Do Not Burn and avoid sun tanning including tanning beds.
 - Ultraviolet light from the sun and tanning beds causes skin cancer, including melanoma, and wrinkling.
- Generously Apply Sunscreen to all exposed skin .
 - Use sunscreen with a Sun Protection Factor (SPF) of at least 15.
 - Select a sunscreen that provides "broad spectrum" protection against both ultraviolet A (UVA) and ultraviolet B (UVB) rays.
 - Re-apply every two hours, even on cloudy days and after swimming.
- Wear Protective Clothing such as long-sleeved shirt, pants, a wide-brimmed hat and sunglasses.
- Seek Shade and remember the sun's rays are the strongest between 10 a.m. and 4:00 p.m.
- Use Extra Caution on Water, Snow and Sand that increase the chance of sunburn.

Early detection of melanoma can save your life. Carefully examine all of your skin once a month. A new or changing mole or skin lesion should be evaluated.