



Joanna M. Nicolay Melanoma Foundation  
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**FOR IMMEDIATE RELEASE**

**September 14, 2009**

## **Melanoma Foundation Educates Thousands at Annual Seafood Festival**

### **“Got Skin - Get Checked!”**

**Westminster, MD** – “Got Skin, Get Checked” was the key message from the Joanna M. Nicolay Melanoma Foundation (JMNMF) at this year’s prominent exhibit during the Sept. 11-13, Maryland Seafood Festival on the shores of Sandy Point Park, MD. After a year’s hiatus, the Seafood Festival returned in much greater presence and visitor attendance at its bayside home for the past three decades. The Foundation is a familiar and sought-after exhibitor at the Festival, due to its 2007 debut distribution of over 10,000 bottles of sunscreen and melanoma skin cancer literature in an effort to bring awareness to the seafaring community of Annapolis, greater-Maryland and thousands in attendance from throughout the mid-Atlantic region, according to organizers.

The Joanna M. Nicolay Melanoma Foundation is a non-profit public charity founded in January, 2004 to foster education, advocacy and research. In just five-years, the Foundation has grown dramatically to become an influential voice in the melanoma community and is now established as a national, and international, voice for melanoma prevention, detection, care and cure. Melanoma, the most serious and lethal form of skin cancer, is the only cancer for which incidence and mortality are rising unabated, yet only receives 2.5% of the funding provided to other cancer research. During the past ten years, the number of cases of melanoma has increased more rapidly than that of any other cancer and accounts for 79% of all skin cancer deaths. One person dies every hour in the U.S. from melanoma.

Since 2004, the Foundation has organized thousands of volunteers to advance a comprehensive platform of goals and initiatives; and, boasts an extremely active volunteer Board of Directors, in addition to valuable Honorary and Advisory Boards to enable the Foundation’s success, expansion and growing visibility.

Organizers of the festival, which give nonprofit groups and churches the chance to raise funds by selling seafood, expected 20,000 visitors from across the mid-Atlantic region this year. Dampened somewhat by the season’s record rainfall, a smaller contingent of approximately 1,200 tickets were sold for the crab soup event, but the JMNMF booth was busy throughout the duration of the Festival.

The Joanna M. Nicolay Melanoma Foundation  
...the voice for melanoma prevention, detection, care and cure



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The Joanna M. Nicolay Melanoma Foundation continues its mission to be the voice for melanoma prevention, detection, care and cure. Each year the Foundation provides, free of charge, educational materials and sunscreen to hospitals, health departments and schools throughout the state in support of their efforts to educate communities. The Foundation developed a Teen Awareness Program this currently a part of the high-school health curriculum at the Carroll County schools.

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**CONTACT:**

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**GOT SKIN? LEARN THESE FACTS!!!**

- Melanoma is the most serious and lethal form of skin cancer.
- One person dies every hour in the U.S. from melanoma.
- The lifetime risk of developing melanoma is **1 in 39**.
- Melanoma is the only cancer for which **incidence and mortality are rising unabated**, yet **only receives 2.5% of the funding** provided by the National Cancer Institute.
- Over one million new cases of skin cancer occur in the U.S.– **more than all other cancers combined**.
- Melanoma is the **most common cancer among young adults ages 20-30**; and, is
  - The **primary cause of cancer death for women ages 25-30**; and,
  - **Second most common cause of cancer death for women ages 30-35**.
- During the past 10 years, **melanoma is one of only three cancers where the incidence rate is increasing**.
- 10,000 people in the U.S. died in 2007 from skin cancer of which 8,000 were melanoma.

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3<sup>rd</sup> Annual “TRI-TO-WIN” SavageMan Triathlon Festival  
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**The Cause:** All proceeds from the “TRI-TO-WIN...the fight against melanoma” SavageMan Triathlon Festival will support the Joanna M. Nicolay Melanoma Foundation’s efforts toward: medical research leading to a cure for melanoma; opportunities to educate the general public on prevention and the seriousness of melanoma; and, the development of resources for patients and the entire melanoma community. Melanoma is the most serious and lethal form of skin cancer that strikes triathletes and individuals of all ages, races and economic levels. The Foundation is very instrumental as “the voice for melanoma prevention, detection, care and cure.”

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