



Joanna M. Nicolay Melanoma Foundation
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BALTIMORE RAVENS' CAM CAMERON TAKES THE "OFFENSIVE" FOR MELANOMA AWARENESS IN NEW PSA

Baltimore, MD – May 1, 2012 – May is Melanoma/Skin Cancer Detection & Prevention Month and the [Joanna M. Nicolay Melanoma Foundation](http://www.melanomaresource.org) (JMNMF) – a national nonprofit, headquartered in Maryland that supports melanoma prevention, detection, care and cure – has produced a 30-second public service announcement highlighting the importance of early skin cancer screenings and melanoma awareness, featuring Offensive Coordinator of the Baltimore Ravens, Cam Cameron, a stage 2 melanoma survivor. Melanoma is the most serious and lethal form of skin cancer.

What many people don't know is that Cameron survived malignant melanoma when he was a 27-year-old coach at the University of Michigan. Legendary Coach Bo Schembechler noticed a spot on Cameron's back that turned out to be a malignant mole. "A lot of people don't know that," said Cam. "I had melanoma. Bo saved my life, back when I was a young coach at Michigan."

Cameron and members of his family are featured in the JMNMF, 30-second public service announcement focusing on the importance of early skin cancer screenings. In 2012, 76,250 new cases of melanoma are projected to be diagnosed in the U.S. The lifetime risk of developing melanoma is 1 in 52 and yet melanoma research receives less than 3% of research funding provided by the National Cancer Institute.

"We are delighted to have Cam Cameron support the mission of our organization. He battled melanoma at age 27 and is passionate about telling his story of hope and increasing awareness for early skin cancer screenings and early melanoma detection," said Greg Safko, President of the JMNMF. "If we can make skin cancer detection and melanoma awareness a priority in the public mind we can save many lives, especially among youth and young adults among whom melanoma is a very common cancer that is highly treatable if caught early."

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



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“I am honored to help the JMNMF because I know many people, including NFL coaches, who have battled melanoma or lost members of their family to this deadly disease,” said Cam. “Following my diagnosis of melanoma at such a young age, I am aware of how important it is to have early skin cancer screenings, not only myself, but for my entire family, network of friends and the general public. I truly believe that when passion and purpose join together, there is nothing that can’t be accomplished.”

For more information on skin cancer and/or melanoma awareness, contact the Joanna M. Nicolay Melanoma Foundation at: contact@melanomaresource.org or call: 410-857-4890. In true community support, the JMNMF public service announcement was graciously produced and donated by Richard Waganer, Creative Alchemist, Cre-a-tv (creative) of Eldersburg, MD. www.cre-a-tv.com.

JMNMF CONTACTS (& CAM CAMERON MEDIA INQUIRIES):

Gregory Safko, President – or –

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ABOUT JOANNA M. NICOLAY MELANOMA FOUNDATION:

The Joanna M. Nicolay Melanoma Foundation is a non-profit, public charity founded in January, 2004 to foster melanoma education, advocacy and research. In just eight 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.”

The Joanna M. Nicolay Melanoma Foundation is proud of numerous achievements to date that include:

- Underwriting melanoma research at numerous prestigious cancer centers across the U.S., through the Foundation’s Research Scholarship Awards (RSA) earned by the best and brightest young graduate student scientists, to advance discovery of effective treatments and, ultimately, a cure for melanoma;
- Successfully launching and expanding a comprehensive High School health curriculum, “Teen Skin Cancer & Melanoma Awareness,” for the key demographic of students (and their families), to learn the deadly risks of melanoma skin cancer and “UV-safe” preventative and detection practices;
- Ongoing targeted initiatives, and multi-channel outreach, to ensure broader national awareness of melanoma prevention and detection by the general public; and,
- Providing a broad spectrum of essential advocacy and care resources for patients and the entire melanoma community.

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