



Joanna M. Nicolay Melanoma Foundation  
255 Clifton Blvd., Ste. 203  
Westminster, Maryland 21157  
(410) 857-4890 Fax (410) 871-9031  
[contact@melanomaresource.org](mailto:contact@melanomaresource.org)  
[www.melanomaresource.org](http://www.melanomaresource.org)

#### **Board of Directors**

Robert Nicolay, Chairman  
Regina Bodnar, Vice-Chair  
Nancy Nicolay, Treasurer  
Denise Safko, Secretary  
Susan Bancroft  
Debbie Brown  
Nancy Crawford  
Sara England-D'Ovidio  
Martha Herman  
Esther Hoffberg  
Jennifer Martin  
Donna Nicolay  
Jane B. Shapiro

#### **Advisory Board**

Dr. Rhoda M. Alani  
Dr. Marcus Bosenberg  
Dr. Joyce Currie-Little  
Dr. Mukund Didolkar  
Dr. Jeffrey E. Gershenwald  
Dr. Meenhard Herlyn  
Dr. John M. Kirkwood  
Dr. Flavio Kruter  
Dr. Gavin P. Robertson  
Dr. Yardena Samuels  
Dr. William H. Sharfman

#### **Honorary Board**

Rep. Roscoe Bartlett  
Kendel S. Ehrlich  
Del. Anne Healey  
Roberta Herbst  
Del. Susan Krebs  
Brittany Lietz-Cicala  
Del. Maggie McIntosh  
Sen. Barbara Mikulski  
Del. Nancy Stocksdale

#### **President**

Gregory Safko

## **FOR IMMEDIATE RELEASE**

**October 8, 2012**

### **Joanna M. Nicolay Melanoma Foundation Releases Melanoma Guide 24,000 Pre-Orders Across U.S. for Patient Resource™ Cancer Guide: Melanoma**

**Westminster, MD** – The [Joanna M. Nicolay Melanoma Foundation](http://www.melanomaresource.org) (JMNMF) and Patient Resource LLC, release the 1<sup>st</sup> in nation, *Patient Resource™ Cancer Guide: Melanoma*, available as a free 24-pg. comprehensive guide for newly diagnosed and advanced melanoma patients and their caregivers, to be distributed across the U.S. through physicians, medical centers, oncology nurses, social workers, patient groups and by the two advocacy organizations directly. More than a million cases of skin cancer are diagnosed each year, making it the most common cancer in the U.S. Melanoma, the most serious and lethal form of skin cancer, accounts for ~75% of all skin cancer deaths and an estimated 76,250 new cases will be diagnosed in the U.S. in 2012. Similarly striking, are statistics that 1 in 50 men and women will be diagnosed with melanoma of the skin during their lifetime, and that this disease is the #1 most common cancer for young adults, 25-29 years of age.

According to JMNMF Chairman, Robert E. Nicolay, “this Melanoma Guide is unequivocally, a ‘signature,’ patient-friendly resource that provides accurate, up-to-date information regarding melanoma skin cancer that patients and caregivers can utilize when discussing a melanoma diagnosis with their physician. The JMNMF is extremely proud to realize further strides in support of our mission, in the essential areas of melanoma education and patient advocacy, through the guide’s national distribution.”

This patient-friendly melanoma resource is organized in straightforward, important content presentation areas, including:

- Overview of Melanoma
- Staging of Melanoma
- Your Pathology Report
- Surgical Treatment of Melanoma
- Using Lymph Node Mapping to Guide Treatment
- Treatment of Early-Stage Melanoma
- Treatment of Later-Stage & Advanced Melanoma
- Follow-up Care
- The Value of Clinical Trials
- Living Life During and After Treatment
- Survivor Stories
- Melanoma Advocacy & Support Resources
- Financial Assistance
- Personal Medical Journal

Two Maryland residents are featured as “Survivor Stories” detailing their battles and success in fighting the disease. Brittany Lietz-Cicala, crowned Miss Maryland in 2006 and a contestant in the 2007 Miss America pageant, was diagnosed with Stage IIa melanoma in 2005. Robert “Bobby” Harsh, a Maryland State Police Aviation Command trooper and paramedic defied odds by surviving Stage IV melanoma. Their stories of trials, treatments and success are inspiration for the tough battles many patients wage against melanoma.

*The Joanna M. Nicolay Melanoma Foundation*

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



Joanna M. Nicolay Melanoma Foundation  
255 Clifton Blvd., Ste. 203  
Westminster, Maryland 21157  
(410) 857-4890 Fax (410) 871-9031  
[contact@melanomaresource.org](mailto:contact@melanomaresource.org)  
[www.melanomaresource.org](http://www.melanomaresource.org)

**Patient Resource™ Cancer Guide: Melanoma – Press Release**  
**October 8, 2012**  
**Page Two**

The JMNMF also proudly recognizes the Guide's Medical Reviewers, who unselfishly provided active input, topical content and editorial review; and, through their extensive expertise and professionalism contributed significantly to the publication, as follows:

Charles M. Balch, MD, FACS  
Professor of Surgery, University of Texas Southwestern Medical Center  
Editor-in-Chief, Patient Resource LLC  
Editor-in-Chief, The Annals of Surgical Oncology

Rhoda M. Alani, MD  
Herbert Mescon Professor and Chair  
Dermatologist-in-Chief, Boston University School of Medicine  
Boston Medical Center

John Kirkwood, MD  
Professor, Department of Medicine  
Co-leader – UPCI Melanoma Program  
University of Pittsburgh

John Thompson, MD, FRACS, FACS  
Professor of Melanoma and Surgical Oncology,  
The University of Sydney, Australia  
Executive Director, Melanoma Institute, Australia  
Chairman, Australian & New Zealand Melanoma Trials Group

Jedd D. Wolchok, MD, PhD  
Director, Immunotherapy Clinical Trials, Dept. of Medicine  
Associate Attending Physician, Melanoma-Sarcoma Service  
Associate Director, Ludwig Center for Cancer Immunotherapy  
Memorial Sloan-Kettering Cancer Center  
Associate Professor of Medicine, Weill Medical College of Cornell University

Both the Joanna M. Nicolay Melanoma Foundation and Patient Resource LLC, also thank our most generous corporate grantors for their unrestricted educational grants:

- Amgen, Inc.
- Genentech, Inc. A Member of the Roche Group
- Merck & Co., Inc.
- Prometheus Laboratories Inc.

To order individual or multiple complimentary copies of the *Patient Resource™ Cancer Guide: Melanoma*, contact JMNMF directly at (410) 857-4890; or email: [contact@melanomaresource.org](mailto:contact@melanomaresource.org); or, visit the JMNMF website for the order link at [www.melanomaresource.org](http://www.melanomaresource.org).

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



Joanna M. Nicolay Melanoma Foundation  
255 Clifton Blvd., Ste. 203  
Westminster, Maryland 21157  
(410) 857-4890 Fax (410) 871-9031  
[contact@melanomaresource.org](mailto:contact@melanomaresource.org)  
[www.melanomaresource.org](http://www.melanomaresource.org)

**Patient Resource™ Cancer Guide: Melanoma – Press Release**  
**October 8, 2012**  
**Page Three**

**JOANNA M. NICOLAY MELANOMA FOUNDATION**

The [Joanna M. Nicolay Melanoma Foundation](http://www.melanomaresource.org) is a non-profit public charity founded in January, 2004 to foster melanoma education, advocacy and research. In nearly nine 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.

###

**JMNMF CONTACT:**

Gregory Safko  
President  
Joanna M. Nicolay Melanoma Foundation  
(410) 857-4890  
[gsafko@melanomaresource.org](mailto:gsafko@melanomaresource.org)

255 Clifton Blvd., Suite 203  
Westminster, MD 21157  
[www.melanomaresource.org](http://www.melanomaresource.org)

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