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FOR IMMEDIATE RELEASE

May 4, 2009

## **South Carroll “TRI-TO-WIN®” Triathlon Huge Success Broad Support in Melanoma Skin Cancer Awareness and Fundraising**

**Westminster, MD – May 4, 2009** – The “sold-out” 2009 South Carroll “TRI-TO-WIN®” Triathlon, sponsored by the Joanna M. Nicolay Melanoma Foundation (JMNMF) on Sunday, June 21<sup>st</sup>, features nearly 160 “Champion” fundraisers among 350 registered triathletes from eight states, the District of Columbia, numerous Maryland-counties and Baltimore City to compete at the South Carroll Swim Club. Unlike most races, conducted by “for-profit” organizers where only a small portion of event proceeds go toward a charity cause – the “TRI-TO-WIN” Events direct all profits toward the Foundation’s mission of education, advocacy and research to fight melanoma, the most lethal form of skin cancer.

Among cancers, melanoma’s incidence and mortality is dramatically more severe, and impacts a greater range of ages, ethnicity and gender, than most people recognize. But the facts speak very loudly - melanoma is:

- the most common cancer among young adults ages 20-30;
- the primary cause of cancer death for women ages 25-30;
- the second most common cause of cancer death for women ages 30-35;

During the past ten years, the number of cases of melanoma increased more rapidly than any other cancer, with a 1 in 39 lifetime risk to experience the disease. There are no doubts that melanoma’s impact and severity are pronounced and growing – and all passive and active outdoor recreationalists are subject to over-exposure to the sun’s extremely harmful ultraviolet rays. The “TRI-TO-WIN...the fight against melanoma” triathlon platform for the Foundation, serves to highlight the genuine health threats for a markedly “at risk” demographic of athletes who train and compete many hours beneath the sun. And, the misconception that “tanning” or pigmentation will protect the skin, is quite false in that the damaging rays of the sun penetrate deeply, causing “cumulative” damage.

“TRI-TO-WIN” Champion fundraisers utilize personal websites that are visited or emailed to family, friends co-workers and employers from the “TRI-TO-WIN” Fundraising site: [www.active.com/donate/TRI-TO-WIN2009](http://www.active.com/donate/TRI-TO-WIN2009). The personal stories and experiences by many athletes generate great enthusiasm to make a difference and support the Carroll County-based Foundation’s largest fundraising initiative that has expanded in four years to four events throughout Maryland.

The annual Carroll County sprint race at the South Carroll Swim Club features many compelling stories related to personal melanoma experiences. Physician of the Year 2008 for the Carroll Hospital Center, Dr. Keith O’Reilly stated, “This race is personally rewarding to me because it provides an opportunity to help bring attention to a very important health issue and potentially very dangerous form of cancer. My mother was diagnosed with melanoma and underwent treatment. It was her diagnosis that helped motivate me to train for the race.”

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



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According to triathlete Tom Bosley, Lutherville, MD, raising awareness of melanoma and sun-safe practices is important. "I know two people who passed from the disease and I feel people don't take melanoma seriously enough and therefore don't protect themselves. By raising awareness we can help many who need it." John Lansinger of Eldersburg, MD echoes the sentiment, "My kids are very active in outdoor sports - often the last thing they think about is applying sunscreen or wearing a hat. For my kids, it may be a difficult thing to worry about what MAY happen years later as a result of not taking proper precautions early in life."

The South Carroll "Tri-to-Win...the fight against melanoma," sprint triathlon is conducted on Father's Day each year and features father/son and father/daughter award categories that attract numerous family teams and further enhances the reputation of the family atmosphere of this event. Started seven years ago, the race features a unique partnership between the Joanna M. Nicolay Melanoma Foundation, South Carroll "Serpents" Swim Team and the Swim Club. According to Lansinger who has participated for four years, "the race now raises funds for Melanoma research and my son has joined me in the effort. I get to spend quality time with my teenage son, doing something that is healthy for both of us."

Marking the third year the "TRI-TO-WIN" has reached capacity size, nearly three-months in advance of race-day, reflects the increasing popularity of triathlons throughout the U.S., especially the shorter, "sprint" distance events. And, the fact that the South Carroll "TRI-TO-WIN" features a pool-swim stage, rather than open water, increases the attraction for experienced and first-time participants alike. The 400-meter swim features a great outdoor competition pool, and the 14-mile bike and 5K run showcase the scenic and rolling countryside of southern Carroll County, Maryland. Besides awards to the fastest father/daughter and father/son pairings, prizes are also given to the overall top male and female finishers and top three finalists in age categories from 13 to 50+.

The South Carroll "Tri-To-Win" triathlon series is just one of many opportunities to "TRI-TO-WIN...the fight against melanoma". The 2<sup>nd</sup> annual "TRI-TO-WIN" Frederick Kids Triathlon conducted on May 23<sup>rd</sup> in Frederick, MD, and the 3<sup>rd</sup> annual "TRI-TO-WIN" SavageMan Triathlon Festival slated for Sept. 20 at Deep Creek Lake in western MD, are other opportunities for triathletes of all ages and all levels. For more information on how to become a "TRI-TO-WIN...the fight against melanoma" Fundraising Champion and promote awareness of melanoma cancer, visit the Foundation's website at: [www.melanomaresource.org](http://www.melanomaresource.org) and specific information on the upcoming September TTW SavageMan Festival is available at [www.savagemantri.org](http://www.savagemantri.org). All members of the public are encouraged to support the Foundation's mission to be "the voice for melanoma prevention, detection, care and cure," by visiting the race donation site through the Foundation homepage or coming to cheer on June 15<sup>th</sup> for triathletes of all ages at the South Carroll Swim Club.

**June 21 Traffic Alert:** Motorists should exercise caution traveling on any of the bicycle and run courses comprised primarily of the connecting roadway loop of Liberty Rd./Rte. 26; Woodbine Rd./Rte. 94; Gillis Falls/Cabbage Spring Roads; and, Rte. 27 on the June 15<sup>th</sup> race day between 7:00 – 11:00 a.m. Please heed all directions and traffic control provided by the Maryland State Police and Carroll County Sheriff's Department during the event.

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