



Joanna M. Nicolay Melanoma Foundation
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FOR IMMEDIATE RELEASE

May 15, 2008

National “Don’t Fry Day” Proclaimed for May 22, 2009 *Joanna M. Nicolay Melanoma Foundation Promotes Sun Safety Awareness*

Westminster, MD — The Joanna M. Nicolay Melanoma Foundation (JMNMF), together with the National Council on Skin Cancer Prevention, proclaimed the Friday before Memorial Day, May 22, 2009, as “Don’t Fry Day” to encourage sun safety awareness and to remind everyone to protect their skin while enjoying the outdoors. In this inaugural year of “Don’t Fry Day,” the call to action theme is “Wear a Hat!”

Robert Nicolay, JMNMF Chairman stated, “We definitely support this national effort to increase public awareness of this serious health issue – skin cancer – and the importance of practicing safe sun habits all year long. Skin cancer is the fastest growing cancer with over one million new cases every year – outnumbering breast, prostate, lung and colon cancers combined. Melanoma is the most common cancer among ages 20-30 and the primary cause of cancer death for women 25-30. This ‘Don’t Fry Day’ campaign presents a wonderful learning opportunity during May – Melanoma Awareness Month.”

The Joanna M. Nicolay Melanoma Foundation is a non-profit public charity founded in January, 2004 to foster education, advocacy and research following the loss of Joanna Nicolay to a very lengthy battle with melanoma. 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. Supporters join the community of patients, families, doctors, educators and concerned individuals to:

- support medical research that will ultimately lead to a cure for melanoma;
- seek opportunities to educate the general public on prevention and the seriousness of melanoma; and,
- provide resources for patients and the entire melanoma community.

May is Melanoma Awareness Month, a time when skin cancer proponents come together to encourage our communities to be vigilant with their skin health. The Foundation partnered in many local events to promote skin-cancer awareness including the Maryland Skin Cancer Prevention’s “*Melanoma Monday*” press conference and poster contest and the “Stay Safe in the Shade” initiative that plants trees in parks and playgrounds.

As warmer days rapidly approach, the Foundation encourages everyone to participate on “Don’t Fry Day” and everyday by wearing a hat, making sure skin is protected with sunscreen (SPF 15 or higher) applied every two hours, wearing protective clothing and sunglasses. Fight skin cancer and melanoma! Find out more at www.melanomaresource.org.

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