



**\*\*MEDIA ALERT\*\***

**Who:** [Kirby School](#), [Pacific Collegiate School](#) and [Ginger Stylebar](#) Bring Fight Against Melanoma to Santa Cruz

**What:** [Melanoma Foundation of New England \(MFNE\)](#), a non-profit aimed at reducing the incidence of melanoma, the deadliest form of skin cancer, brings its [Your Skin Is In](#) School Pledge Program and [The Skinny on Skin](#) Salon Certification to Santa Cruz.

*Your Skin Is In* is an educational, pledge based program created by MFNE that encourages teens and young adults to make a personal promise that they will protect the skin they're in. The Kirby School and Pacific Collegiate School will hear survivor stories and learn ways to protect their skin.

*The Skinny on Skin* is a skin cancer education program that certifies hair and beauty professionals on how to screen for suspicious moles while performing common salon services. Ginger Stylebar, the first salon certified by MFNE, has a strong connection to the fight against melanoma having been named in honor of Connor "The Ginger" Cockerham, who lost his life to melanoma, and donating 5% of proceeds to The Melanoma Coalition, a local organization.

**Date/Time:** May 18, 2016  
9:30 a.m. Georgiana Bruce Kirby Preparatory School  
425 Encinal Street, Santa Cruz, CA  
  
5 p.m. Ginger Stylebar  
4041 Soquel Drive, Soquel, CA

May 19, 2016  
10 a.m. Pacific Collegiate School  
3004 Mission St, Santa Cruz, CA

**Why:** May is Melanoma Awareness Month. Melanoma is **rising faster than any other cancer** with one person every 50 minutes dying from the disease. Studies show that **with daily sunscreen protection, the risk of melanoma is preventable.**

**Interviews:** Survivor and MFNE PR & Marketing Manager [Meghan Rothschild](#)  
Local parent of child lost to melanoma & MFNE Board Member [Tracy Cockerham](#)

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