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**MELANOMA FOUNDATION OF NEW ENGLAND'S "ANNOYING MOLE PSA" SELECTED A WINNER IN THE
35th ANNUAL TELLY AWARDS**

Concord, MA – The Telly Awards has named The Melanoma Foundation of New England as a two-time Bronze winner in the 35th Annual Telly Awards for their piece titled “The Annoying Mole.” With nearly 12,000 entries from all 50 states and numerous countries, this is truly an honor.

The Melanoma Foundation of New England (MFNE) launched their public awareness campaign in May 2014, Melanoma Awareness Month. The campaign featured an unsightly and “annoying” mole that is trying to get your attention. The campaign had a broad yet simple central message: “Don’t ignore your moles, get them checked.”

Meghan Rothschild, melanoma survivor, crafted the concept, developed the script and storyboard, and oversaw the project. Rothschild has been a long time board member and now staff member of the Melanoma Foundation of New England. David Long, owner of Epic Filmmakers, produced the spot and was ultimately responsible for filming and editing the finalized spot. Alfonso Santinello of the Creative Strategy Agency had his acting debut as the Annoying Mole in all three formats: radio, print and TV.

MFNE is the largest non-profit in the region dedicated to melanoma awareness and prevention. MFNE offers many free education programs through the year targeted to the prevention of skin cancer for children, teens, and adults. The new “Annoying Mole” campaign hopes to reach all segments of the population with a clear message: Melanoma is the deadliest form of skin cancer but is nearly 100% curable if caught early. That “annoying mole” could be dangerous.

“This is a great honor and we’re very excited,” said Deb Girard, MFNE’s Executive Director. “We’re happy our work in this field is being recognized.”

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

For its 35th season, The Telly Awards once again joined forces with YouTube to give the public the power to view and rate videos submitted as part of the People’s Telly Awards. In addition to recognition from the Silver Telly Council, the judging panel that selects the Telly Awards winners, the Internet community helps decide the People’s Telly Awards winners.

A prestigious judging panel of over 500 accomplished industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged

against a high standard of merit. Less than 10% of entries are chosen as Winners of the Silver Telly, our highest honor. Approximately 25% of entries are chosen as Winners of the Bronze Telly.

“The Telly Awards has a mission to honor the very best in film and video,” said Linda Day, Executive Director of the Telly Awards. “The Melanoma Foundation of New England accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

To find out more about the Telly Awards visit our website at www.tellyawards.com.

About MFNE:

MFNE is a non-profit organization that works to reduce the incidence of melanoma in the New England region. As the largest non-profit in the region dedicated to skin cancer awareness and early detection, MFNE provides a variety of free education programs targeting the prevention of skin cancer for both children and adults. MFNE also assists patients and their caregivers struggling with melanoma by offering support groups and their "Billy's Buddies" program. Learn more about the Foundation at www.mfne.org.

Melanoma Facts:

- Melanoma rates are increasing faster than nearly all other cancers.
- Melanoma is a relatively easy disease to prevent.
- Most melanomas are easy to stop if caught soon enough — all it takes is a yearly skin exam.
- Melanoma kills one person every hour.
- Melanoma is the most common cancer among women aged 25-32.
- As many as 10,000 people a year die from melanoma.
- The New England states have a higher than average rate of melanoma.
- Lesions of the head and scalp account for 5% of melanoma and a disproportionate 10% of melanoma deaths

Please contact Meghan Rothschild, 413.218.4994 for inquiries.