

PRESS RELEASE

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High School and College Students Pledge to Stay out of Tanning Beds for Their Proms and During Spring Break

February 28, 2011, Concord, MA — What do Kelli Pedroia (wife of Red Sox star Dustin Pedroia), Kelsey Green (a junior at Northeastern University), and Ariana Lefebvre (a senior at Lincoln High School in Rhode Island) all have in common? They are all passionate advocates for the Melanoma Foundation of New England's program to keep students out of tanning beds.

"The statistics are pretty scary," says Pedroia, the Foundation's official spokesperson for Your Skin Is In, a no-tanning pledge contest at colleges and high schools throughout New England. "If you use a tanning booth once a month before the age of 35, your chance of getting melanoma increases by 75%. Not only that, melanoma is the second most common cancer in teens and young adults ages 15-29. It's no coincidence that the sharp increase in melanoma in recent years is tied to tanning. Having this information while I was in high school might have prevented my lifetime battle with melanoma."

Northeastern junior Kelsey Green used to be big into tanning. In fact she was at a tanning salon the day the Foundation video crew showed up to shoot footage for a tanning video. Kelsey had no problem being featured. And then she saw the video. It literally changed her life, and now she's helping promote Your Skin Is In. Green had this to say about her experience: "I was tanning nearly every day, unaware of the consequences. When I began working with the Foundation, I was shocked to learn about the incredible danger that tanning beds expose you to. From that point on, I vowed never to set foot in another tanning bed and to share my knowledge and experience with others." This year Green and thousands of other college and high school students are participating in Your Skin Is In — with the goal of increasing awareness about the dangers of tanning.

Ariana Lefebvre is a senior at Lincoln High School in Rhode Island and she has this to say: "Last year the Your Skin Is In program and contest allowed me to educate my school and community in a direct way. I received an overwhelming response and with the help of the Foundation, a guest speaker and derma scan machine were sent to further my advocacy. From this experience I grew passionate about this cause and brought my efforts to the Rhode Island Legislature on a tanning bill. I testified for Bill H 7274 which would prohibit the use of tanning facilities by anyone under age 18 and regulate equipment and facility. I look forward to continuing the campaign again in 2011 and for the rest of my life."

According to Hensin Tsao, MD, PhD and Director of the Pigmented Lesion Center at Massachusetts General Hospital, there is a lot of misinformation about tanning and melanoma. "First of all, there is no such thing as a 'safe tan.' Melanoma, which is a deadly skin cancer, is increasing among young women, and indoor tanning is certainly one of the important causes. There is also no evidence that 'base tanning' will reduce the risk of skin cancer. So let's get with it, ban the tan, and slap on some sunscreen." Dr. Tsao is a member of the Foundation's Medical Advisory Board.

The Foundation's executive director, Deb Girard says, "This year the no-tanning program, now in its fourth year, has really taken off. Students are making a difference throughout New England, and we are

urging more schools to join the excitement. We have a contest with great prizes to help spread the word including airline tickets, cash awards, gift certificates, a pizza party for 50, tickets to Six Flags New England and more. During the long winter months, young people are using tanning beds in record numbers. Don't be fooled, the ultra violet rays from tanning are even stronger than the sun, and we now have data that says they cause skin cancer and melanoma."

Over the next few months, the Foundation will be sending melanoma survivors to speak at schools throughout New England to draw attention to Your Skin Is In. The survivors will tell their stories, urge students to forget about tanning, and get them to join the No Tanning Pledge program and enter the contest.

Schools from each New England state have already signed up for this year's program, and pledges are coming in as the April 1 deadline for the high school program nears. "Last year we had over 5,500 high school students sign our No-Tanning Pledge and this year we hope to increase that number," says Girard.

To register for Your Skin Is In, visit www.mfne.org.

The Melanoma Foundation of New England is a non-profit organization dedicated to educating the public about the importance of early detection and prevention, helping patients and their caregivers cope with melanoma, and advocating for tanning bed restrictions. The Foundation was founded in 1999 and is a 501(c) (3) non-profit organization. Learn more at: www.mfne.org.

Schools currently signed up for Your Skin Is In are:

High Schools:

CT, Ansonia, Ansonia High School

CT, Bloomfield, Metropolitan Learning Center

CT, Coventry, Coventry High School

CT, New London, The Williams School

MA, Attleboro, Attleboro High School

MA, Belchertown, Belchertown High School

MA, Boston, Josiah Quincy Upper School

MA, Chicopee, Chicopee High School

MA, Dartmouth, Dartmouth High School

MA, Grafton, Grafton High School

MA, Granby, Granby Junior /Senior High School

MA, Hingham, Hingham High School

MA, Lawrence, Notre Dame High School

MA, Lynnfield, Lynnfield High School

MA, Medfield, Montrose School

MA, Middleborough, Middleborough High School
MA, Newton, Mt. Alvernia High School
MA, Newton, Newton North High School
MA, North Eastham, Nauset Regional High
MA, Norton, Norton High School
MA, Norwood, Norwood High School
MA, Quincy, North Quincy High School
MA, Roxbury, New Mission High School
MA, Sharon, Sharon High School
MA, Springfield, Cathedral High School
MA, Springfield, Pioneer Valley Christian School
MA, Stoughton, Stoughton High School
MA, Waltham, Waltham Senior High School
MA, Wayland, Wayland High School
MA, Whitman, Whitman-Hanson Regional High School
MA, Winthrop, Winthrop High School
ME, Ashland, Ashland District School
ME, Bath, Morse High School
ME, Guilford, Piscataquis Community High School
ME, Hiram, Sacopee Valley Junior/Senior High School
ME, Hodgdon, MSAD # 70 Hodgdon High School
ME, Mars Hill, Central Aroostook High School
ME, Readfield, Maranacook Community High School
ME, Thorndike, Mount View High School
ME, Washburn, Washburn District High School
ME, Wells, Wells High School
ME, York, York High School
NH, Berlin, Berlin High School
NH, Concord, Concord High School

NH, Kingston, Sanborn Regional High School
NH, Moultonborough, Moultonborough Academy
NH, Pittsfield, Pittsfield Middle High School
NH, Plymouth, Plymouth Regional High School
RI, Lincoln, Lincoln High School
RI, Warwick, West Bay Collaborative
VT, Arlington, Arlington Memorial High School
VT, Brandon, Otter Valley Union High School
VT, Cabot, Cabot School
VT, Canaan, Canaan Memorial
VT, Rutland, Rutland High School

Colleges:

CT, Storrs, University of Connecticut
MA, Amherst, University of Massachusetts Amherst
MA, Boston, Fisher College
MA, Boston, Northeastern University
MA, Bridgewater, Bridgewater State University
MA, Cambridge, Lesley University
MA, Worcester, Assumption College
ME, Orono, University of Maine
NH, Concord, NHTI - Concord's Community College
RI, Kingston, University of Rhode Island

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