

The RAY FESTA *Memorial Foundation*

For Immediate Release

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Free Skin Cancer Screening for Montclair High School Students May is skin cancer awareness month

Early Detection is the key to survival

Montclair, NJ, April 30, 2009 – Ray Festa Memorial Foundation (www.rayfesta.com)

is pleased to announce a **Free Skin Cancer Screening** at Montclair High School on Wednesday, May 27th from 2p – 8p. The Ray Festa Memorial Foundation (RFMF) is committed to educating everyone ages 12 and up about the importance of early detection and prevention of melanoma. The MHS Student Chapter of the RFMF, in collaboration with the Montclair Public Schools and the Health and Wellness Partnership, has organized the skin screening at the High School for their fellow classmates, teachers and staff.

Do you know someone with melanoma? If you don't now, you probably will. One in 150 people will be diagnosed with melanoma this year and about 48,000 will die from it. Not long ago, that number was 1 in 1,000. The numbers are staggering and since there is no known cure for this form of cancer, **the best defense is early detection**. If a mole is removed before it has progressed, the chances of a full recovery are very high. Melanoma is not limited to adults. Unfortunately, melanoma strikes people as young as 12 years old and evidence shows that it is more prevalent in those that have extended exposure to the sun. "As high school students, our children are on the fields playing sports, socializing outdoors and partaking in recreational tanning thereby putting them

at exceptional risk.” warns Dr. Danny Groisser of The Dermatology Group and Medical Director of RFMF. He goes on to say. “We strongly encourage you to have your child take part in this free screening. The exam will take approximately 10 minutes and be performed by a medical team comprised of local dermatological professionals including myself.” All procedures and forms are strictly governed by the standards of the American Academy of Dermatology.

Bobbi Brown, an active Board Member of The Ray Festa Memorial Foundation, describes the RFMF as “an expanding powerhouse aimed to enlighten people and raise awareness about the detection and prevention of the dangerous cancer, melanoma. I am so proud to be involved in this foundation as it strives to empower everyone with the knowledge and tools to prevent the disease.”

“You’re never too young to start taking care of your skin—and this includes protecting your skin from the sun.” Bobbi goes on to say, “The timing of this event is scheduled to coincide with Skin Cancer Awareness month and the start of the summer beach and pool season. Skin cancer is the most prevalent of all cancers and getting just one blistering sunburn in your life can double your chances of getting melanoma. No matter what your age, you should wear sunscreen every day and get regular skin cancer screenings.”

To encourage participation, through the generosity of our sponsors and partners, those students who participate in the free screening will be given the opportunity to win fun prizes based on a random drawing. Additionally, the RFMF will award one family two (2) roundtrip tickets on Continental Airlines, courtesy of Continental Airlines (*some restrictions apply*). For more information, please contact the RFMF office at 973.744.3557 or email info@rayfesta.com.

About the Ray Festa Memorial Foundation (www.rayfesta.com)

The mission of the Ray Festa Memorial Foundation is to educate everyone 12 and up on the importance of early detection and prevention of melanoma. This serious form of skin cancer afflicts 1 in 150 people each year and accounts for about 48,000 deaths per year.

While supporting this most critical research, the RFMF will sponsor community-based efforts including activities and initiatives that foster community gathering and contribute to the development of young people through sports and education. Founded in 1993, RFMF has awarded over 20 college scholarships to deserving MHS students as well as contributed to clinical cancer research at New York Hospital/Weill Cornell Medical Center. For additional information, interviews and press kits, contact **Teri Festa** at TFesta@stellarconcepts.biz or 201.563.5404. Find us on Facebook and Twitter

About Ray Festa.

Ray Festa was born, raised and remained a lifelong resident of Montclair, New Jersey. A 1957 Montclair High School graduate, Ray was an outstanding athlete and a committed leader in all aspects of high school life. As an adult, Ray chose a career that allowed him to remain in Montclair everyday as the owner of Ray's Luncheonette, a beloved lunch spot for many MHS students and all members of the community. Ray's Luncheonette became a gathering place for fun, for conversation, for community involvement and for relaxation – all in a wholesome, friendly environment. Ray's business embodied his values – family, community involvement, sports, and the development of young people – and Ray became a large part of the fabric of the Montclair community. At the young age of 53, Ray was taken from family, friends and loved ones as a result of melanoma. The Ray Festa Memorial Foundation was created to support the furtherance of Ray's values throughout the community.

About Melanoma

Melanoma is a malignant tumor of melanocytes which are found predominantly in skin but also in the bowel and the eye. Malignant melanoma is a serious type of skin cancer that causes the majority of skin cancer related deaths. It is due to uncontrolled growth of pigment cells, called melanocytes. Despite many years of intensive laboratory and clinical research, the sole effective cure is surgical resection of the primary tumor before it achieves a Breslow thickness greater than 1 mm.

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