



Michelle Aukstik
(847) 240-1746
maukstik@aad.org

Meredith Harmon
(847) 240-1744
mharmon@aad.org

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PITCHER JOHAN SANTANA OF THE MINNESOTA TWINS AND THE AMERICAN ACADEMY OF DERMATOLOGY TEAM UP TO STRIKE OUT SKIN CANCER THIS SUMMER

SCHAUMBURG, ILL. (June 21, 2007) – Major League Baseball (MLB) and the Major League Baseball Players Association (MLBPA) are teaming up with the American Academy of Dermatology (Academy) again this summer through the *Play Smart When It Comes To The Sun*[®] program to educate players and fans about skin cancer, the most common form of cancer in the United States. This year, two-time Cy Young Award winner, Johan Santana, of the Minnesota Twins, joined the initiative to spread awareness and help strike out skin cancer.

2007 marks the ninth year of the public service partnership between the Academy, MLB and the MLBPA to conduct skin cancer screenings for Major League Baseball teams across the country. MLB has dedicated June 21, the first day of summer, as *Play Smart When It Comes To The Sun*[®] skin cancer awareness day.

Since the program's inception in 1999, the *Play Smart When It Comes To The Sun*[®] partnership has screened nearly 17,000 MLB players and staff members, and has detected more than 570 suspicious lesions. The partnership is a public education program to raise awareness about skin cancer prevention and detection.

The many hours spent in the midday sun playing baseball or cheering for their favorite team puts both players and fans at risk for skin cancer, a potentially

American Academy of Dermatology

930 E. Woodfield Road • Schaumburg, IL 60173 • P: (847) 330-0230 • F: (847) 240-8907 • www.aad.org



life-threatening condition that affects 1 in 5 Americans. Because of this time spent in the sun, skin cancer has affected many members of the baseball community.

Johan Santana was personally touched by skin cancer this year. He experienced first hand how deadly melanoma can be when the wife of his New York-based agent, Ed Greenberg, passed away at the age of 42. Lynne Greenberg and Santana were close; she was present at family events to celebrate his successes and was considered part of Santana's extended family.

Melanoma first showed up on Lynne's scalp in 1996. After successful treatment, she was clear from the cancerous disease until 2004, when the melanoma came back and spread. Lynne's death has inspired Santana to take time to help raise awareness about the seriousness of this cancer.

"I want to make people aware that this disease can be deadly, but that it doesn't have to be," said Santana. "Skin Cancer doesn't care how light or dark you are. Everyone is at risk. Use sunscreen. My family uses it all the time. Getting the word out about skin cancer will help protect our families and our extended families."

Like Santana, MLB Commissioner Bud Selig also has a connection to skin cancer. However, the Commissioner's connection is personal. In 2004 Commissioner Selig was treated successfully for melanoma.

"It only takes a few minutes to have a dermatologist look over your skin and it could save your life. I'm healthy today thanks to early detection," said Commissioner Selig. "When it comes to the sun we want all of our field personnel, front office staff and fans to play smart and defeat skin cancer."

More than 1 million new cases of skin cancer are diagnosed each year and one American dies of melanoma almost every hour (every 65 minutes). Of



these cases, more than 108,000 are melanoma, a cancer that claims nearly 8,000 lives annually.

“The baseball community continues to set a good example of sun-safe behavior,” said Brian Adams, MD, Chair of the Academy’s Sports Committee. “We encourage everyone to follow the players’ example and regularly conduct skin self-examinations to look for signs of skin cancer which can be successfully treated if caught early.”

Local dermatologists are urging all fans to play it safe at home by conducting regular skin examinations of themselves and their children, using and reapplying sunscreen, wearing protective clothing, and seeking shade during peak sun hours. For more information about skin cancer and the program, please visit www.playsmartsun.org.

Skin self-examinations consist of regularly looking over the entire body, including the back, scalp, soles of the feet, between the toes and on the palms of the hands. If there are any changes in the size, color, shape or texture of a mole, the development of a new mole or any other unusual changes in the skin, see a dermatologist immediately.

Sun exposure is the most preventable risk factor for skin cancer. You can have fun in the sun and **Be Sun Smart** SM. Here’s how to do it:

- **Generously apply sunscreen** to all exposed skin using a Sun Protection Factor (SPF) of at least 15 that provides broad-spectrum protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Re-apply every two hours, even on cloudy days, and after swimming or sweating.
- **Wear protective clothing**, such as a long-sleeved shirt, pants, a wide-brimmed hat and sunglasses, where possible.
- **Seek shade** when appropriate, remembering that the sun’s rays are strongest between 10 a.m. and 4 p.m.



- **Use extra caution near water, snow and sand** as they reflect the damaging rays of the sun which can increase your chance of sunburn.
- **Protect children** from sun exposure by applying sunscreen.
- **Get vitamin D safely** through a healthy diet that includes vitamin supplements. Don't seek the sun.
- **Avoid tanning beds.** Ultraviolet light from the sun and tanning beds causes skin cancer and wrinkling. If you want to look like you've been in the sun, consider using a sunless self-tanning product, but continue to use sunscreen with it.
- **Check your birthday suit on your birthday.** If you notice anything changing, growing, or bleeding on your skin, see a dermatologist. Skin cancer is very treatable when caught early.

The American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 15,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or www.aad.org.

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