

**AMERICAN ACADEMY OF DERMATOLOGY'S GOLD TRIANGLE AWARDS  
PRESENTED AT THE 66<sup>TH</sup> ANNUAL MEETING**

*11<sup>th</sup> Annual Awards Recognize SHADE Foundation of America in Raising Awareness of  
Dermatology*

**PHOENIX (February 8, 2008)** – The American Academy of Dermatology presented the 2008 Gold Triangle Awards during its 66<sup>th</sup> Annual Meeting in San Antonio. National organization, SHADE Foundation of America, was one of 32 winners in the media, industry, health community organization, and health individual categories for excellence in furthering public understanding of dermatologic issues and encouraging healthy behavior in the care of skin, hair and nails.

“Each of our Gold Triangle Award winners is to be commended for their efforts in increasing public awareness of dermatology, encouraging people to recognize their skin, hair and nail conditions, and to seek the expert care of a dermatologist,” said dermatologist Diane R. Baker, MD, FAAD, president of the American Academy of Dermatology. “By enhancing the lives of those affected physically, emotionally and financially by dermatologic conditions, these programs and initiatives have the potential to improve the quality of life for numerous individuals.”

SHADE Foundation of America was awarded for their Skin Self-Exam DVD that instructs viewers on how to examine their skin for signs of skin cancer. SHADE partnered with HealthiNation to create the DVD which encourages viewers to visit a dermatologist if they discover something abnormal on their skin during the self exam. The DVD can be viewed on [www.HealthiNation.com](http://www.HealthiNation.com), [www.shadefoundation.org](http://www.shadefoundation.org), as well as Comcast Video on Demand cable channels.

SHADE Foundation of America was established in 2002 by Shonda Schilling, melanoma survivor and wife of Red Sox Pitcher, Curt Schilling. The SHADE Foundation's mission is to eradicate melanoma through educating children and the community in the prevention and detection of melanoma and the promotion of sun safety. For more information, visit [www.shadefoundation.org](http://www.shadefoundation.org).

Headquartered in Schaumburg, Ill., 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](http://www.aad.org).

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