



FOR IMMEDIATE RELEASE

Media Contact
Katie Leighton
610-513-6930

***SHONDA SCHILLING, WIFE OF BOSTON RED SOX PITCHER CURT SCHILLING, TEACHES
SUN SAFETY TO 4TH & 5TH GRADE STUDENTS IN BALTIMORE COUNTY.
Students enter SunWise with Shade Poster Contest.***

(Baltimore County, MD—April 26th, 2007) Shonda Schilling, the Founder of the SHADE Foundation of America and wife of Boston Red Sox Pitcher Curt Schilling, shared important information about sun-safety with students at Colgate Elementary School in Baltimore, MD today. Statistics indicate 1 in 5 kids will grow up to develop skin cancer, the most common form of cancer in the U.S. Shonda, a graduate of Colgate Elementary School, is a melanoma survivor who is passionate about her work to prevent future cases of skin cancer.

“My hope is by speaking to these kids I can help reduce or eliminate the alarming statistics. I remember the scare that I went through after being diagnosed with cancer. If I can save even one family from having to deal with the pain my family and I dealt with, it will be worth it,” said Shonda Schilling.

Shonda uses the SunWise curriculum to drive home her message with the kids. The SunWise program is a free environmental and health curriculum created by the United States Environmental Protection Agency that over 20,000 educators across the country have signed up to use. Shonda informs students of the responsible sun-safe behaviors and encourages students to enter the SunWise with SHADE Poster Contest. The contest calls for students to creatively incorporate the basic sun-safety messages in a poster to win prizes. The basic message includes:

- Do not burn and avoid sun tanning and tanning beds
- Generously apply sunscreen (SPF 15+)
- Wear protective clothing- sunglasses, hats and full length shirts and pants
- Seek shade and be extra careful near reflective surfaces including water, snow and sand
- Watch for the UV Index- a measure of UV intensity included in many weather forecasts

EPA representatives joined Shonda today to explain the connection between the ozone layer, known as the Earth’s sunscreen, and skin cancer. They pointed out the importance in talking to young kids.

“Reaching children at an early age and educating them about sun-safety is key in the fight to eradicate skin cancer,” says Drusilla Hufford, U.S. EPA’s Stratospheric Protection Division Director. “That is why EPA’s SunWise Program is a proud partner with the SHADE Foundation and encourages all children from kindergarten through eighth grade to enter the SunWise with SHADE poster contest before May 10th.”

For more information on responsible sun behavior and the SunWise with SHADE poster contest, log onto www.shadefoundation.org.

###

SHADE Foundation of America is a 501-C3 launched in 2002 that is dedicated to eradicating melanoma through the education of children and the community in the prevention and detection of skin cancer and the promotion of sun safety.

EPA’s SunWise Program is a free environmental and health education program that helps teach the public how to protect themselves from overexposure to the sun through the use of classroom-, school-, and community-based components. For more information, visit www.epa.gov/sunwise.



The SHADE Foundation offers the following tips for combating skin cancer:

- Pick the right sunscreen – You should always pick a sunscreen with at least SPF 15, however your search shouldn't end there. The sun emits UVA and UVB rays, both of which can be very harmful to the skin. UVB rays, which are the primary cause of skin cancer, are usually blocked by windows or glass which UVA rays can penetrate through. Make sure when picking a sunscreen, you choose a product that protects against both of these harmful sun rays.
- Reapply sunscreen every 90 minutes – Many people think applying sunscreen once during the day provides them with the necessary protection. However, a strong sunscreen needs to be applied every 90 minutes to achieve the necessary coverage and protection.
- Stay out of the sun during peak hours – Seeking shade or staying indoors during the sun's most intense hours of 10 a.m. to 4 p.m. greatly increases your chance for sun safety.
- Avoid Burns – Prolonged exposure to the sun enhances the chance of getting significant sunburn which greatly increases the chance of developing melanoma. In fact, receiving five or more sunburns during your lifetime doubles your risk of developing skin cancer.
- Beware of Reflective Sunlight – Most people think if they're out of direct sunlight they are out of harm's way. However, often sunlight reflected off concrete, windshields, awnings, water and even snow can be just as harmful and unavoidable as direct sunlight.
- Check Your Skin Regularly- make an annual appointment to see your dermatologist

For More Information visit www.shadefoundation.org.