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***MAJOR LEAGUE BASEBALL ALL-STARS CURT SCHILLING AND JOHAN SANTANA
Team Up to Promote Sun-Safety in Minnesota.***

(Minneapolis, MN—May 4th, 2007) Boston Red Sox pitcher Curt Schilling and Minnesota Twins Pitcher Johan Santana are used to matching up against each other on the baseball field, but today they used their celebrity status to spread the word about protecting your skin. Both all-star pitchers have been deeply affected by melanoma, the most deadly form of skin cancer. They are now working together to educate children about responsible sun behavior through the SunWise with SHADE Poster Contest.

In January, Johan Santana lost a personal friend, Lynne Greenberg, the wife of his baseball agent Ed Greenberg, to the disease. Curt Schilling's wife Shonda is a five year melanoma survivor and founder of the SHADE Foundation of America, a skin cancer awareness nonprofit that educates children about sun-safety. Statistics indicate one in five kids will grow up to have skin cancer. Melanoma is the leading cause of cancer deaths among women ages 25-29.

"Melanoma is a devastating disease that can destroy lives. It is a tragedy to see a family lose their mother to skin cancer as I saw this past off season," said Johan Santana, the SunWise with SHADE ambassador in Minnesota. "So many people don't realize melanoma can kill you. Changing the attitude of our society towards sun exposure, especially among our children can help save lives by eliminating future cases of the disease."

During a press conference today at the Metrodome before opening a series between the Red Sox and the Twins, Schilling & Santana encouraged children in kindergarten to 8th grade to learn basic sun-safe rules and enter the SunWise with SHADE poster contest. The contest calls for kids to draw a poster that reflects responsible sun exposure behavior.

- 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

Youngsters in grades k-8 from each state compete for state prizes. One winner is selected for each state and is entered into the national poster contest to win a trip to Disney World. The state prize for Minnesota is a chance to meet Johan Santana and watch a Minnesota Twins game in addition to a \$250 savings bond and a \$500 SHADE Grant to the winner's school. Posters must be received by May 31, 2007 and sent to SHADE Foundation, 10510 North 92nd Street, Suite 100, Scottsdale, AZ 85258.

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

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SHADE Foundation of America is a 501-C3 launched by Shonda Schilling, the wife of Boston Red Sox Pitcher, Curt Schilling in 2002. The goal of the foundation is to eradicate melanoma through the education of children and the community in the prevention and detection of skin cancer and the promotion of sun safety.



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.