

HealthiNation, SHADE Foundation and Shonda and Curt Schilling Unveil New Skin Cancer Awareness Campaign & DVD

New Video Makes It Easy to Conduct Self Skin Exams; Allows Consumers to Take More Control of Their Health in Detection and Prevention of Melanoma

NEW YORK--(BUSINESS WIRE)--HealthiNation, an emerging digital health education network, and The SHADE Foundation of America, a non-profit organization dedicated to eradicating skin cancer through the education and promotion of sun safety, today announced the unveiling of a new, short-format “Skin Self-Exam” DVD video showing consumers how to conduct self skin exams as part of a national skin cancer awareness campaign.

HealthiNation and SHADE Foundation founder Shonda Schilling, along with husband and major league baseball player Curt Schilling by her side, kicked-off the campaign and introduced the new video at a special media event on Wednesday, January 31st, at the Millennium Bostonian Hotel in Boston, 8:00 a.m.-11:00 a.m. ET.

Hosted by Shonda Schilling, the new video urged the public at-large and local communities across the country to check their moles. The video demonstrates to viewers how to conduct self skin exams in an effort to detect and prevent skin cancer.

While most skin cancer information is provided in brochure and pamphlet formats, HealthiNation will enable consumers to learn about this disease in a compelling, interactive way through digital video. The short-format video program will be available on HealthiNation’s video-on-demand cable network in 25 states, and on its Internet Affiliate Network including www.HealthiNation.com: <<http://www.HealthiNation.com>> and www.ShadeFoundation.org. A condensed version will be distributed on a DVD, which will be available at doctor’s offices and distributed at promotional events.

Shonda Schilling is a survivor of melanoma, the most deadly form of skin cancer. Since founding the SHADE Foundation in 2002, she has worked tirelessly to educate the public on sun-safety.

”We are very pleased to partner with HealthiNation to debut this skin awareness campaign. It is our hope that together we can bring additional awareness to the public by giving them the necessary tools in which to protect themselves, especially as we begin to approach the spring season and more people become exposed to the sun,” said Schilling.

Raj Amin, HealthiNation CEO, believes that the partnership with the SHADE Foundation will not only help consumers to learn more about melanoma, but will empower them to take a more proactive role in their overall health.

“HealthiNation was formed to drive awareness for health issues in a consumer-friendly way, and we’re excited to help raise the profile of melanoma because it is a significant health concern that is highly preventable. Our partnership with the SHADE Foundation

along with Shonda’s incredible story gives our audience the information and inspiration to take action,” said Amin.

ABOUT THE SHADE FOUNDATION

Founded in 2002 by Shonda Schilling, melanoma survivor and wife of major league baseball player Curt Schilling, The SHADE Foundation 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. For more information, please visit www.shadefoundation.org: [<http://www.shadefoundation.org>](http://www.shadefoundation.org) .

ABOUT HEALTHINATION

HealthiNation is a new “straight-talking” health video network created to address consumers’ needs for accurate, easy-to-understand health information that lets them take control of their health in real ways. HealthiNation video programs are designed for interactivity and include 3D bio-animations, on-camera doctors, and documentary-style true life stories. The free-to-consumer service can be found on the internet at www.healthination.com: [<http://www.healthination.com>](http://www.healthination.com) and through its Affiliate Network of qualified web sites. HealthiNation is also available on video-on-demand cable television in many markets across the U.S. – so consumers can view innovative segments when and where they want them. All content is developed by experienced health care professionals in their respective medical fields. For more information on HealthiNation, please visit www.healthination.com.

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