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FOR IMMEDIATE RELEASE

MAKING THE OUTDOORS SAFER FOR COMMUNITIES: THE AMERICAN ACADEMY OF DERMATOLOGY ANNOUNCES 2007 SHADE STRUCTURE GRANT RECIPIENTS

Applications Available Today for 2008 Shade Structure Program

SCHAUMBURG, ILL. (May 7, 2007) – The most popular place on the local playground or playing field isn't always the slide, the swings or the bleachers...it's often that small bit of shade being provided by a tree or the awning of a building where people can seek relief from the heat and the damaging rays of the sun. To assist organizations in creating sun-safe outdoor areas, the American Academy of Dermatology (Academy) announces the recipients of its 2007 shade structure grants.

In 2007, 37 shade structures will be installed in locations across the country. The recipients of the 2007 shade structure grants are:

- The Art-Based Elementary School, Winston-Salem, N.C.
- Borton Primary Magnet School, Tucson, Ariz.
- Boy Scouts of America, Troop 287, North Platte, Neb.
- Bullis Charter School, Los Altos, Calif.
- Camp Fire USA, Spokane, Wash.
- Community Christian PreSchool, Poway, Calif.
- Desert Sun Elementary School PTO, Scottsdale, Ariz.

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- The Episcopal School of Knoxville, Knoxville, Tenn.
- Finley Elementary School, Holtville, Calif.
- Holmdel Township Public School, Holmdel, N.J.
- Huntley Project Schools, Worden, Mont.
- Indian Trace Elementary School, Weston, Fla.
- J.W. York Elementary School PTA, Raleigh, N.C.
- Julia Green School PTO, Nashville, Tenn.
- Lafayette Parks & Recreation, Lafayette, Ind.
- Lake Murray Elementary School, Lexington, S.C.
- Longs Creek Elementary, San Antonio, Texas
- Melanoma Foundation of New England, Concord, Mass.
- Montclair State University Foundation, Montclair, N.J.
- Mountain View Elementary, Harker Heights, Texas
- Mountainview Elementary School, Waco, Texas
- North Butler Elementary School, Morgantown, Ky.
- North Pointe Elementary PTA, Houston, Texas
- Oak Creek School, Cornville, Ariz.
- Parkview Elementary School, Chico, Calif.
- Sand Gap Elementary, Sand Gap, Ky.
- Sandburg Elementary, San Diego, Calif.
- ScienceWorks Hands-On Museum, Ashland, Ore.
- Thornebrooke Elementary School PTA, Ocoee, Fla.
- Touching Hearts Early Childhood Center, Lincoln, Neb.
- Town of Amesbury, Amesbury, Mass.
- Tulsa Christian Education Corp., Tulsa, Okla.
- Venice Elementary School PTO, Venice, Fla.
- Wade Thomas School, San Anselmo, Calif.
- Westside Neighborhood School, Los Angeles, Calif.
- The Nicholas Wolff Foundation, Inc., Mellville, Penn.
- Willow Woods Learning Center, Platte City, Mo.

“As the number of hours people spend outdoors participating in leisure activities continues to rise and as the number of patients diagnosed with skin cancer increases, it has never been more important to offer protection from the dangerous rays of the sun,” said dermatologist Diane R. Baker, MD, FAAD, president of the Academy. “This program furthers the Academy’s commitment to reducing the incidence of skin cancer by increasing the amount of shade available and encouraging individuals and communities to incorporate sun safety into their daily outdoor activities.”

This is the sixth year that the Academy has offered its Shade Structure Program in which Academy members play an integral role by encouraging local organizations to apply for the grants and by writing letters of support, a requirement for consideration of applications. The program is open to non-profit organizations or educational institutions for permanent shade structures over outdoor locations which are not protected from the sun, such as playgrounds, pools, eating areas and other locations. The Academy receives support for this program from Johnson & Johnson Consumer Products Company.

“The Academy is pleased to award grants to these organizations which have outdoor areas in need of shade and that have demonstrated a commitment to sun safety,” said Dr. Baker. “Combined, these 37 shade structures will be used by more than 17,750 individuals every day. The Academy is proud to work with these organizations to reinforce the importance of protecting the skin when outdoors.”

In addition, applications are available today for the 2008 Shade Structure Program. The 2008 program will have a longer grant cycle, with applications due on March 5, 2008, in order to allow Academy members to work with local schools and organizations to develop sun-safety programs and initiatives, which is one of the criteria for application. Also, the 2008 program is only open to schools and organizations that serve children and teenagers, ages 18 and younger. Recipients of the 2008 Shade Structure Program grants will be announced on Melanoma Monday[®], May 5, 2008.

Since 2002 the Academy has awarded 96 shade structure grants to organizations across the country. These shade structures provide shade for more than 85,250 individuals.

This year, more than 1 million new cases of skin cancer will be diagnosed in the United States – exceeding the incidence of all other cancers combined. It is estimated that there will be about 108,230 new cases of melanoma (the deadliest form of skin cancer) in 2007.

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.

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