



**MAKING THE OUTDOORS SAFER IN AMERICA:
AMERICAN ACADEMY OF DERMATOLOGY DONATES SHADE STRUCTURES
TO CHICAGO PARK DISTRICT AND 37 OTHER ORGANIZATIONS**

CHICAGO (August 5, 2010) – In an effort to encourage communities across the country to [Be Sun Smart®](#) and prevent [skin cancer](#), the American Academy of Dermatology (Academy) today announced that it has awarded grants for the purchase of shade structures to the Chicago Park District and 37 other organizations. In addition to the shade structures, each location will receive a public education sign that lists the Academy's Be Sun Smart® messages, such as seeking shade, applying a broad-spectrum sunscreen with an SPF of 30 or higher, and wearing protective clothing. Since 2000, the Academy has awarded more than 200 [shade structure grants](#) to organizations across the country. These shade structures provide shade for more than 158,000 individuals each day.

"As a type of cancer that has a known cause – overexposure to ultraviolet radiation – skin cancer is a highly preventable disease," said [dermatologist](#) William D. James, MD, FAAD, president of the Academy. "Protecting yourself by seeking shade, using sunscreens, wearing sun-protective clothing, and avoiding intentional exposure to tanning devices or midday sun are simple ways to reduce your risk of skin cancer."

This year, more than 2 million new cases of [skin cancer](#) will be diagnosed in the United States. It is estimated that in 2010 there will be about 114,900 new cases of [melanoma](#) (the deadliest forms of skin cancer).

Chicago Park District Benefits from "Dermatology in Action" Service Initiative

With its grant, the Chicago Park District installed shade structures in two parks: Lucy Parson's Park, 4712 W. Belmont, and Park 544 (also known as Betty's Resale Park), located at the corner of Lincoln and Addison. The grant is part of the Academy's "Dermatology in Action" service initiative that gives back to the cities in which the Academy hosts its scientific meetings. The Summer Academy Meeting 2010 is being held in Chicago, August 4-8.

"The Academy is pleased to award this grant to the Chicago Park District so that those enjoying these parks, particularly children and teens, can find shade," said Dr. James. "Our young people are extremely vulnerable to the sun's dangerous rays because of the amount of time they spend outdoors. Academy members generously donated money to fund this grant, so there would be a lasting and useful reminder of our summer scientific meeting."

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Academy Celebrates 10th Anniversary of its Shade Structure Program with 37 Grants

The Academy awarded its 2010 AAD Shade Structure Grants to the following 37 organizations:

- Alabama School of Fine Arts Foundation, Birmingham, Ala., sponsored by James M. Krell, MD, FAAD
- Atlanta Primary School, Atlanta, Texas, sponsored by Arlis W. Loe, MD, FAAD
- Barley Sheaf School Parent Teacher Organization, Flemington, N.J., sponsored by Alissa Fox, MD, FAAD
- Bethlehem Lutheran Church and School, Lakewood, CO, sponsored by Darnell L. Martin-Wimmer, MD, FAAD
- Casa de Esperanza, Green Valley, Ariz., sponsored by Linda J. Ilizaliturri, MD, FAAD
- The Children's Aid Society, New York, N.Y., sponsored by Anne M. Chapas, MD, FAAD
- The Children's Foundation of Children's Home + Aid, Bloomington, Ill., sponsored by Lucy Wisdom, MD, FAAD
- Children's Home of Cromwell, CT, Inc., Cromwell, Conn., sponsored by Richard J. Antaya, MD, FAAD
- Children's Hospital, New Orleans, La., sponsored by Jeffrey C. Poole, MD, FAAD
- Clayton Child Center, Inc., Richmond Heights, Mo., sponsored by Caroline M. Mann, MD, FAAD
- Colonial Virginia Council, Boy Scouts of America, Newport News, Va., sponsored by Douglas L. Nelson, MD, FAAD
- Crossroad Learning Center, Howell, Mich., sponsored by Eric S. Seiger, DO
- ESU #3 Brook Valley School, Omaha, Neb., sponsored by Mary Finnegan, MD, FAAD
- Families For Stevenson / Robert Louis Stevenson Elementary, Burbank, Calif., sponsored by Jeffrey Ashley, MD, FAAD
- Flagstaff Junior Academy, Flagstaff, Ariz., sponsored by Scott M. Dale, MD, FAAD
- Harbor House of Central Florida, Inc., Orlando, Fla., sponsored by Christopher P. Crotty, MD, FAAD
- HeartWorks Children's Medical Home Mission, Bayboro, N.C., sponsored by B. Christopher Mizelle, MD, FAAD
- Hopkins Hill Elementary, Coventry, R.I., sponsored by Anita Pedvis-Leftick, MD, FAAD
- Irving Elementary School, Mesa, Ariz., sponsored by Robert M. Michaud, DO, FAAD
- Johnson Elementary School Parent Teacher Organization, Southlake, Texas, sponsored by Angela G. Bowers-Plott, MD, FAAD
- Kingsland Elementary School, Kingsland, Ark., sponsored by Don Lum, MD, FAAD
- Kradwell School, Wauwatosa, Wis., sponsored by Mark Knabel, MD, FAAD
- Lexington Elementary School, Lexington, S.C., sponsored by Jeffrey K. Smith, MD, FAAD
- Long Island Children's Museum, Garden City, N.Y., sponsored by Daniel Mark Siegel, MD, FAAD
- MacArthur Elementary School of Las Cruces Public Schools, Las Cruces, N.M., sponsored by Andrew L. Ondo, MD, FAAD
- Mokapu Elementary School, Kailua, Hawaii, sponsored by G. Todd Bessinger, MD, PhD, FAAD

- Morris Grove Elementary School, Chapel Hill, N.C., sponsored by Sue Ellen Cox, MD, FAAD
- Orange Crescent School, Garden Grove, Calif., sponsored by Samireh Z. Said, MD, FAAD
- Palm Beach Gardens Elementary School, Palm Beach Gardens, Fla., sponsored by John P. Kinney, MD, FAAD
- Riverview Community School District, Riverview, Mich., sponsored by Thomas F. Downham II, MD, FAAD
- Rocky River Parks and Recreation Foundation, Rocky River, Ohio, sponsored by Pamela H. Davis, MD, FAAD
- Roosevelt Elementary School, Santa Monica, Calif., sponsored by Quynh L. Sebastian, MD, FAAD
- Sacramento Children's Home, Sacramento, Calif., sponsored by Elliot L. Adams, MD, FAAD
- Saint Louis University, St. Louis, Mo., sponsored by M. Yadira Hurley, MD, FAAD
- Saltillo Elementary School, Saltillo, Miss., sponsored by Jeffrey C. Houin Jr., MD, FAAD
- Trinity College Community Child Center, Hartford, Conn., sponsored by Caron M. Grin, MD, FAAD
- Waverly Child Care and Preschool, Waverly, Iowa, sponsored by Martin G. Sands, MD, FAAD

“The Academy is proud to recognize these 37 organizations which have demonstrated a commitment to sun safety,” said Dr. James. “Combined, these shade structures will be used by more than 32,485 individuals every day. The Academy is proud to work with these organizations to reinforce the importance of protecting the skin when outdoors.”

This is the tenth anniversary of the Academy’s [Shade Structure Program](#). Academy members play an integral role in the program 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 which serve children and teens under the age of 18 and incorporate sun-safety into their activities 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 its members and the Johnson & Johnson Consumer Products Company.

For more information about skin cancer, please visit the “SkinCancerNet” section of www.skincarephysicians.com, a website developed by dermatologists that provides patients with up-to-date information on the treatment and management of disorders of the skin, hair and nails.

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 16,000 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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