

News Release

FOR IMMEDIATE RELEASE

Contact: [Your Name]
[Telephone]
[E-mail address]

[CITY] DERMATOLOGIST TO HOLD FREE SPOT SKIN CANCER™ SCREENING ON [DATE(S) OF EVENT]

[Your City, State, Date] – [Dermatologist’s name or practice name] will be holding a free SPOT Skin Cancer™ screening on [date(s)] from [hours] at [location].

“Skin cancer is the most common cancer in the United States, and nearly 20 Americans die from melanoma, the deadliest form of skin cancer, every day.” said [dermatologist’s name, title]. “Yet not only is skin cancer preventable, it’s highly treatable when detected early.”

[Include a sentence or two with other details about the event, such as if an appointment needs to be made or if screenings are offered on a first-come, first served basis.]

“Unlike other cancers, skin cancer can be seen on the surface of your skin,” said Dr. [last name]. “A skin cancer screening from a dermatologist is a visual exam that is painless, only takes a few minutes, and could save your life.”

The SPOT Skin Cancer™ screening program is part of the American Academy of Dermatology’s SPOT Skin Cancer™ initiative, a campaign to create a world without skin cancer through public awareness, community outreach programs and services, and advocacy that promote the prevention, detection and care of skin cancer.

Since 1985, dermatologists have conducted more than 2.8 million free screenings and detected more than 288,000 suspicious lesions, including more than 33,000 suspected melanomas.

[Include registration information and/or general contact for more information about the screening].

Anyone who has concerns about their skin, hair, or nails should see a board-certified dermatologist for an accurate diagnosis and proper treatment.

For more information about how to prevent and detect skin cancer, including instructions on how to perform a skin self-exam, visit SpotSkinCancer.org. There, you can download a body mole map for tracking changes in your skin and find free SPOT Skin Cancer™ screenings in your area.

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American Academy of Dermatology

Headquartered in Rosemont, Ill., the American Academy of Dermatology, founded in 1938, is the largest, most influential and most representative of all dermatologic associations. With a membership of more than 20,800 physicians worldwide, the AAD 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 because skin, hair, and nail conditions can have a serious impact on your health and well-being. For more information, contact the AAD at (888) 462-DERM (3376) or aad.org. Follow @AADskin on [Facebook](https://www.facebook.com/aadskin), [Pinterest](https://www.pinterest.com/aadskin) and [YouTube](https://www.youtube.com/aadskin) and @AADskin1 on [Instagram](https://www.instagram.com/aadskin1).

[Include a sentence or two with information about your practice.]

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