

# News Release

FOR IMMEDIATE RELEASE

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

## [CITY] DERMATOLOGIST TO HOLD FREE SKIN CANCER CHECK ON [DATE(S) OF EVENT]

[Your City, State, Date] – [Dermatologist’s name or practice name] will be holding a free Skin Cancer Check 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 skin cancer checks 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 check from a board-certified dermatologist is a visual exam that is painless and could save your life.”

The American Academy of Dermatology’s Skin Cancer Check program is 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 skin cancer checks and detected more than 290,000 suspicious lesions, including more than 30,300 suspected melanomas.

[Include registration information and/or general contact for more information about the skin cancer checks].

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 [PracticeSafeSun.org](https://www.practicesafesun.org). There, you can [download a body mole map](#) for tracking changes in your skin and [find free Skin Cancer Checks](#) 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 21,000 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](https://www.aad.org). Follow @AADskin on [Facebook](#), [TikTok](#), [Pinterest](#) and [YouTube](#) and @AADskin1 on [Instagram](#).*

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

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