

# 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, AAD member dermatologists have conducted more than 2.8 million free skin cancer screenings and have detected nearly 286,000 suspicious lesions, including more than 32,700 suspected melanomas.

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

For more information about how to prevent and detect skin cancer, including instructions on how to perform a skin self-exam, visit [SpotSkinCancer.org](http://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 20,000 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 AAD at 1-888-462-DERM (3376) or [aad.org](http://aad.org). Follow the AAD on [Facebook](#) (American Academy of Dermatology), [Twitter](#) (@AADskin), [Instagram](#) (@AADskin1), and [YouTube](#) (AcademyofDermatology).

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

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Brought to you by the American Academy of Dermatology  
**SpotSkinCancer.org**

