

# News Release

FOR IMMEDIATE RELEASE

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

## SPOT SKIN CANCER™ SCREENING HIGHLIGHTS IMPORTANCE OF EARLY DETECTION

[Your City, State, Date] – On [event date(s)], more than [#] people were screened for skin cancer at a free SPOT Skin Cancer™ screening held by [dermatologist name(s) or practice name] at [location]. Skin cancer is the most common cancer in the United States. Nearly 20 Americans die from melanoma, the deadliest form of cancer, every day. Yet when caught early, skin cancer is highly treatable.

“Skin cancer is one of the only cancers that can be seen on the surface of the skin,” said [dermatologist’s name, title]. “Yet many people don’t know how to spot skin cancer, including what to look for on their skin or when they should see a dermatologist.”

To increase people’s chances of spotting skin cancer early, when it’s most treatable, the American Academy of Dermatology recommends everyone learn the ABCDEs of melanoma, which outline the warning signs of this disease:

- A – is for **ASYMMETRY**. One half of the spot is unlike the other half.
- B – is for **BORDER**. The spot has an irregular, scalloped, or poorly defined border.
- C – is for **COLOR**. The spot has varying colors from one area to the next, such as shades of tan, brown or black, or areas of white, red, or blue.
- D – is for **DIAMETER**. While melanomas are usually greater than 6 mm, or about the size of a pencil eraser, when diagnosed, they can be smaller.
- E – is for **EVOLVING**. The spot looks different from the rest or is changing in size, shape, or color.

“It only takes a few minutes to check your skin, and it could save your life,” said Dr. [last name]. “No one understands your skin better than a board-certified dermatologist. If you notice anything changing, itching or bleeding on your skin, make an appointment to see a board-certified dermatologist, as these are often early warning signs of skin cancer.”

It’s estimated that more than [#] new cases of melanoma will be diagnosed in [state] this year. Although skin cancer is more common among people with light or fair skin tones, everyone is at risk for this life-threatening disease.

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.

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.

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Brought to you by the American Academy of Dermatology  
[SpotSkinCancer.org](http://SpotSkinCancer.org)

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### **About SPOT Skin Cancer™**

The SPOT Skin Cancer™ screening program is part of the Academy's larger 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. To learn more about the SPOT Skin Cancer™ campaign and to find free skin cancer screenings near you, visit [SpotSkinCancer.org](https://www.spot-skin-cancer.org).

### **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](https://www.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.]