Dear Friend,

Summer is off to a strong start. To kick off the season, the MRF hosted a briefing on Capitol Hill on June 27. Our speakers showcased the impact of melanoma and urgent need for funding treatment research to a packed room of Congressional staff and representatives from leading health organizations. Check out pictures of the event on our Facebook page.

The briefing illustrated the cross-industry work taking place to discover new and improved treatment options and the role of multiple stakeholders in supporting prevention and treatment. Members of Congress, leading scientific researchers and participants in the Miss America Pageant, cultural icons and mentors for many young women, are leaders in these efforts. Just as the American Society for Clinical Oncologists (ASCO) showcased substantial scientific gains in melanoma research, the Capitol Hill briefing illustrated our strong educational and cultural momentum.

The timing of the briefing could not have been better, as summer serves as a constant reminder about the dangers of sun exposure. Approximately 65 percent of melanomas, the most deadly form of skin cancer and one of the fastest growing cancers in the United States, are attributed to ultraviolet (UV) exposure from sunlight or artificial sources such as tanning beds. We know that a "base tan" doesn't mean we're protected from sun damage. It means damage to the skin has already occurred. Fight increasing melanoma diagnoses by seeking shade and wearing sunscreen when outdoors. For tips for protecting your skin, visit the MRF's website.

We still have a long way to go before we can say we've transformed melanoma from a potentially deadly disease to a treatable condition. We encourage you to continue sharing messages of prevention and supporting research. If you're looking for more ways to get involved, please contact the MRF at volunteer@melanoma.org or visit www.melanoma.org.

New Addition to the MRF Family!

We're very excited to announce that the MRF's Health Educator, Shelby Moneer, gave birth to her first child. Please join us as we welcome Ava Jean to the MRF family. Ava Jean was born on July 11 in Washington, D.C. She is a healthy 8 pounds, 8 ounces and 21 inches long! Both mother and baby are doing well.

Upcoming Educational Events

Learn more about metastatic melanoma, current treatment approaches and clinical trial updates.

July 2012
Event Recap: MRF’s Post-ASCO Capitol Hill Briefing

On June 27, the MRF hosted a successful briefing on Capitol Hill to address the immediate need for research funding and tanning bed regulation, and share promising research updates from the ASCO meeting in June and personal stories about the impact of melanoma.

Approximately 50 attendees from Congressional offices and leading health organizations heard Representatives Brian Bilbray (R-CA), Carolyn Maloney (D-NY), Rosa DeLauro (D-CT) and Charlie Dent (R-PA) speak about their work to fight melanoma. Rep. Bilbray was joined by his 26-year-old daughter, Briana Bilbray, who is currently being treated for Stage III melanoma. Former Miss Colorado, former Miss America and Stage IV melanoma survivor Rebecca King-Dreman, and her daughter, former Miss Colorado Diana Dreman, spoke about Rebecca's melanoma diagnosis, its impact on their family and the role clinical trials have played in Rebecca's survival. Dr. Jeffrey Gershenwald of the University of Texas MD Anderson Cancer Center provided an update on treatment research from ASCO.

To learn more, read the MRF’s press release about the briefing. The MRF encourages you to speak with your members of Congress about his or her role in supporting melanoma research and appropriately regulating tanning beds. For more information, email volunteer@melanoma.org.

The Power of Scientific Research - Rebecca King-Dreman
Rebecca King-Dreman, former Miss America and Miss Colorado, was diagnosed with Stage IV melanoma in 2010. Doctors found multiple metastases in her body and her brain. To fight the tumors, Rebecca underwent chemotherapy and multiple painful surgeries that left her extremely weak. When her daughter, Diana Dreman, was crowned Miss Colorado last year, Rebecca was forced to use a wheelchair in order to attend the pageant.

Rebecca realized that she needed more treatment options to continue fighting melanoma. Her best option, she decided, was a clinical trial through the University of Colorado Cancer Center. Soon thereafter, she began participating in a trial targeting the BRAF mutation. Almost a year and a half after starting the clinical trial, Rebecca's scans are showing no cancer in her body or brain.

"This is the power and the success of scientific research, and the dedication of the doctors who treated my disease," Rebecca said during the MRF's Congressional briefing in June.

The MRF is grateful that Rebecca was willing to share her story and highlight the role of research in improving the lives of people with melanoma.

**The MRF's Clinical Trial Finder**

As Rebecca King-Dreman's story illustrates, sometimes the best treatment options are found in clinical trials. Yet we know people with melanoma aren't always aware that clinical trials are available to them. The MRF has partnered with EmergingMed to offer a free, confidential online resource, the MRF Clinical Trial Finder, for people with melanoma who are searching for alternative treatment methods.

If you have been diagnosed with melanoma, talk to your doctor about whether a clinical trial might be an appropriate option.

Visit the [MRF's Clinical Trial Finder](https://www.melanoma.org) to get started.

**MRF and IRONMAN: Making a Difference with Skin Screenings**

Through our partnership with IRONMAN®, the MRF is raising awareness of the increased risk of melanoma among athletes and offering skin screenings during IRONMAN events to catch potential melanomas. In less than two months,
we've already seen this effort pay off.

At several recent IRONMAN events, athletes lined up to be checked by an on-site dermatologist. A few suspicious skin lesions were spotted and attendees were advised to seek formal medical attention right away. These screenings provide potentially life-saving information if it leads to early diagnosis and treatment of the disease.

The MRF and IRONMAN have two events coming up in August, IRONMAN 70.3 Boulder® and IRONMAN 70.3 Steelhead®, during which the MRF will continue to offer free skin screenings. Help fund research for new treatment options for people with melanoma by joining the MRF and Miles for Melanoma team. Register now!

**Melanoma in the News**

Over the past month, we've seen continued coverage of the promising melanoma treatments and research updates that were announced at ASCO in early June. As we head full-steam into summer, media outlets are covering recommendations for protecting infants from the sun and the risks that sun exposure poses for teenagers. Towards the end of June, news of the MRF's Congressional briefing made its way into several outlets, helping the MRF to extend its reach beyond a Capitol Hill audience.

"*Keep Infants Out of the Sun, the Government Says,*" *The Chicago Tribune*

"*U.S. Teens May Not Get Sunscreen Message,*" *UPI*

"*Study: Younger People Diagnosed with Melanoma,*" *ABC 7 News*

"*New Melanoma Drug May Extend Survival,*" *Health Day*

"*Congressman Bilbray and Melanoma Research Foundation Host "State of Melanoma" Congressional Briefing,*" *U-T San Diego*