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EHE International Supports the SHADE Foundation of America and the Melanoma Research Foundation to Raise Awareness for Skin Cancer

WASHINGTON, D.C.—Following May Melanoma Awareness Month, EHE International, the SHADE Foundation of America and the Melanoma Research Foundation (MRF) are partnering to bring vital skin cancer prevention messages to Rockefeller Center and its visitors. The window display, located at 10 Rockefeller Plaza and donated by EHE International, provides proven facts about melanoma (the deadliest form of skin cancer), the damaging effects of tanning and sun exposure, and tips for living safely in the sun.

"Our support to the SHADE Foundation and the Melanoma Research Foundation will help educate people about the importance of sun safety. We are delighted to empower these organizations and look forward to increasing awareness as the summer season begins," said Deborah McKeever, President of EHE International.

Incidences of melanoma, the fastest growing cancer in the world, have increased eight times among women in their 20s in just the last forty years. Additional research shows melanoma diagnoses are on the rise among teenagers. Melanoma is the most common form of cancer for young adults 25- to 29-years-old and the second most common cancer in adolescents and young adults 15- to 29-years-old.

"One in 50 Americans has a lifetime risk of developing melanoma. These facts don't lie – our children and their friends could very well be diagnosed with this deadly disease if we don't do something," said Sue Gorham, Executive Director of the SHADE Foundation. "It is absolutely critical that we share potentially lifesaving messages about preventing skin cancer."

"If melanoma is caught early, chances of survival are often good with simple surgery. If caught in the later stages, survival can be measured in the matter of months," said Tim Turnham, Executive Director of the MRF "We need to educate people about how to protect themselves from harmful UV rays and do their best to prevent a future melanoma diagnosis."

The window space will house the display throughout the month of June.

About the SHADE Foundation of America
The SHADE Foundation of America, the national Children’s skin cancer prevention foundation is dedicated to reduce the incidence of skin cancer and melanoma through the education of children in schools and the community in the prevention and detection of skin cancer and the promotion of sun safety. www.shadefoundation.org. Facebook www.facebook.com/PreventingSkinCancer Twitter @preventmelanoma.
About EHE International
Since 1913, EHE International has been the recognized leader in preventive medicine. Its clinical protocols are specifically designed for the early detection of preventable disease and its associated risk factors, supported by robust personal coaching and wellness tools and resources, and its industry-leading educational and social engagement platforms. The company is well-known for its corporate-sponsored employee benefit, "EHE & Me," a patient-centered approach to preventive care and lifestyle management programs specifically designed for integration into self-funded employer-sponsored medical plans. For more information, contact EHE International, 10 Rockefeller Plaza, 4th Floor, New York, NY 10020; 212-332-3700; www.EHEIntl.com

About the Melanoma Research Foundation
The Melanoma Research Foundation (MRF) is the largest independent organization devoted to melanoma. Committed to the support of medical research in finding effective treatments and eventually a cure for melanoma, the MRF also educates patients and physicians about prevention, diagnosis and the treatment of melanoma. The MRF is an active advocate for the melanoma community, helping to raise awareness of this disease and the need for a cure. The MRF’s website is the premier source for melanoma information seekers. More information is available at www.melanoma.org. Find the MRF on Facebook and Twitter.

About Melanoma
Melanoma is one of the fastest growing cancers in the United States and can strike men and women of all ages, all races and skin types. With a one in 50 lifetime risk of developing melanoma, nearly 77,000 Americans are expected to be diagnosed with the disease in 2013, resulting in over 9,400 deaths. Melanoma is the most common form of cancer for young adults 25- to 29-years-old and the second most common cancer in adolescents and young adults 15- to 29-years-old.

The majority of melanomas occur on the skin; in fact, melanoma is the most serious type of skin cancer. Melanoma can also occur in the eye (ocular, or uveal melanoma), in mucous membranes (mucosal melanoma), or even beneath fingernails or toenails.

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