For Immediate Release

STYLE NETWORK JOINS UNIVERSAL PICTURES, PALE GIRL SPEAKS AND THE MELANOMA RESEARCH FOUNDATION IN SPONSORING MILES FOR MELANOMA RUN/WALK AT UNIVERSAL STUDIOS

May 6th Event to Feature “Style Experience” Tent, Special Performance by Indie Rock Band The 88, Skin Damage Assessments, Sunscreen Samples from Key Sponsor KINeSYS and More...

Washington D.C. and Los Angeles, California, April 19, 2012 – The Melanoma Research Foundation (MRF) and Pale Girl SPEAKS today announced that NBCUniversal owned Style Network, the fastest growing women’s network in the U.S., will sponsor the Miles for Melanoma 5K Run/Walk on the Universal Studios backlot on May 6th.

Style Network joins its sister company Universal Pictures, biotechnology leader Amgen, environmentally-friendly sunscreen manufacturer KINeSYS and The Angeles Clinic in sponsoring the event which will raise money for MRF, the largest independent, national organization devoted to melanoma in the United States. Pale Girl SPEAKS, founded by melanoma activist Hillary Fogelson, is an online resource providing practical advice and tips for living safely in the sun. The run/walk will take place on the backlot of the studio where Hillary’s husband, Adam Fogelson, serves as the Chairman of the motion picture group. The Fogelsons will co-chair the event on May 6th.

Style Network will support the run/walk by providing a “Style Experience” tent for all participants and volunteers through their “Fight With Style” Skin Cancer Prevention program. They will provide free skin damage assessments by estheticians, sun protection products and skin care tips for all attendees. Style Network will promote the run/walk on mystyle.com and through its social network. They will also partner with Hillary Fogelson and Pale Girl SPEAKS for a series of skin cancer PSAs in the upcoming months.

The 5K run/walk will allow participants to experience many of the iconic motion picture scenes that populate the Universal Studios backlot. Participants and volunteers will also get the chance to hear a special live performance from the indie rock band The 88. Amgen and KINeSYS will also have sponsored booths that offer cancer prevention information, sample skin protection products and critical tips on how to face the sun safely.

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Top fundraisers and team builders for the 5K Miles for Melanoma event are eligible for a number of exciting prizes and incentives, including:

- Four tickets to Universal Studios Hollywood with front of the line passes
- One of three custom-made gold and black diamond necklaces from celebrity jewelry designer Maya Brenner
- $200 and $150 gift certificates to Mott 50, maker of sun protective fashion
- Box sets of Universal Centennial Celebration DVDs
- A basket of Pale Girl SPEAKS-recommended sunscreen products

In addition to those select prizes, participants will be able to enter a raffle for one of two spectacular vacation packages to Puerto Vallarta, Mexico or a choice of five resorts in Hawaii, Kauai or Oahu, courtesy of Shell Vacation Club.

Registration for Miles for Melanoma at Universal Studios is open now. To participate:

- Register for the Miles for Melanoma 5K to be held at the Universal Studios backlot in Hollywood on May 6th, beginning at 7:30 a.m.
- Create a fundraising team and a personalized fundraising page
- Share the page and a fundraising goal with friends, family, and social networks

Visit the MRF’s Miles for Melanoma website, or follow @CureMelanoma and @PaleGirlSPEAKS on Twitter for more information about special guests, prizes and activities during the event.

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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 76,000 Americans are expected to be diagnosed with the disease in 2012, resulting in over 9,000 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.

**About Melanoma Research Foundation**
The Melanoma Research Foundation (MRF) is the largest independent, national organization devoted to melanoma in the United States. 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](http://www.melanoma.org).