



## WHY WE FIGHT

Every year, approximately 70,000 people in the United States are diagnosed with melanoma and almost 9,000 patients succumb to the disease.

In the United States, someone is diagnosed with melanoma every eight minutes; every hour, someone dies from the disease.

It is the fastest growing cancer in people under 35, with even more alarming growth rates in young women.

THE MRF WORKS TIRELESSLY TO SUPPORT MEDICAL RESEARCH AIMED AT FINDING EFFECTIVE TREATMENTS AND EVENTUALLY A CURE FOR MELANOMA.

### MELANOMA RESEARCH FOUNDATION

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 [www.twitter.com/curemelanoma](https://www.twitter.com/curemelanoma)

## FIGHTING FOR PATIENTS

We are working to transform advanced melanoma from one of the deadliest cancers to an illness that can be managed with cutting-edge therapies.

The MRF supports and funds groundbreaking research into melanoma treatments that will improve outcomes and enhance quality of life for the thousands of Americans battling the disease.

It will take research, education and advocacy to make inroads against melanoma. As the oldest and largest independent organization devoted to melanoma, the MRF serves as the voice of the patient community and champions efforts to identify new therapies and increase awareness – efforts that are crucial to preventing this disease, catching cases early and giving hope to those fighting advanced melanoma.



RESEARCH  
EDUCATE  
ADVOCATE

Working to transform melanoma from one of the deadliest cancers to one of the most treatable.

## YOU CAN HELP MAKE THE NEXT BREAKTHROUGH HAPPEN

Extraordinary recent developments in melanoma research offer us all incentive to intensify our efforts. By contributing to the MRF, you can help ensure the nation's top researchers continue working every day to develop better treatments for this deadly disease.

To contribute, visit [www.melanoma.org/donate](http://www.melanoma.org/donate).

### OTHER WAYS TO HELP

- Raise money for the MRF while you train for a marathon or race through the Miles for Melanoma initiative.
- Join us for upcoming volunteer training sessions.
- Be a Melanoma Messenger by reaching out to family, friends, your community and legislators.

## GET CONNECTED TO THE MRF'S RESOURCES

**Melanoma.org** provides the latest information, news and resources on melanoma.

**The MRF's Melanoma Patients' Information Page** ([www.mpip.org](http://www.mpip.org)) is the largest melanoma peer community on the web and provides support to patients, caregivers, family and friends.

**The MRF's clinical trial finder** helps patients find cutting-edge drug trials online through a partnership with EmergingMed.

# RESEARCH

## FINDING THE KEYS TO SUCCESSFULLY TREAT MELANOMA

For more than a decade, the only treatment options patients had were outdated and ineffective.

But now, researchers are closer to finding effective treatments for advanced melanoma. After years of frustration, scientists have developed the first therapies shown to extend the lives of patients with this disease. These advances have resulted in critically important FDA approvals.

### THE MRF IS SUPPORTING RESEARCH THAT IS INTEGRAL TO THESE BREAKTHROUGHS:

**Creating building blocks** for tomorrow's cures by funding researchers through the MRF Grant Program.

**Speeding up research**, particularly much-needed combination trials, through the Melanoma Breakthrough Consortium.

**Bringing together the best and brightest** among melanoma researchers.

**Partnering** with respected groups to improve understanding of the causes, diagnosis and treatment of melanoma.

**"We are currently in a time of unprecedented progress in the development of effective treatments for melanoma."**

— Jedd Wolchok, M.D.,  
Memorial Sloan-Kettering Cancer Center

# EDUCATE

## SAVING LIVES THROUGH EARLY DETECTION AND PREVENTION

There's no doubt that we can save lives by giving the public the information needed to reduce risk, identify melanoma early and navigate all of the treatment options for advanced melanoma. Patients who are well-informed and well-supported live longer and better lives.

### THAT'S WHY THE MRF IS DEDICATED TO:

**Preventing melanoma** by educating the public through awareness campaigns about risk factors, including the dangers of tanning.

**Improving diagnosis of melanoma** by educating people about the signs of disease and the importance of regular skin checks.

**Improving care for patients** by equipping them with the latest scientific information, providing access to nurse support and clinical trial information, and providing an avenue for peer-to-peer emotional support.

**"I had another cancer survivor tell me that I was lucky I just had skin cancer. It was at that point that I realized people knew very little about the deadliest form of skin cancer."**

— Marshall, Online patient community member

# ADVOCATE

## AMPLIFYING THE VOICE OF THE MELANOMA PATIENT COMMUNITY

As the rate of melanoma diagnosis increases, the melanoma community must have a clear and loud voice in both the regulatory and legislative environment.

### THE MRF ACTS AS AN ADVOCATE FOR THE MELANOMA COMMUNITY TO ACCOMPLISH KEY OBJECTIVES:

**Increasing research funding** through Congressional testimony.

**Advocating for tanning bed regulations** to protect youth.

**Supporting faster drug development** by facilitating communication between the MRF's scientific experts and the FDA.

**Educating advocates** to effectively lobby the government to devote more resources to melanoma research and prevention.

**Collaborating** with other advocacy organizations to advance the cause.

**"As a community of patients and loved ones who understand firsthand the harsh reality of battling melanoma, the MRF makes the biggest impact on government policies by speaking with a single voice."**

— Tim Turnham, Ph.D.,  
Executive Director, MRF

## YOU CAN PLAY A CRITICAL ROLE IN THE BATTLE TO FIND EFFECTIVE TREATMENTS FOR MELANOMA

**Let us know how you'd like to help.**

**I would like to:**

**DONATE** to the MRF in the amount of \$ \_\_\_\_\_

Please charge payment to:

Visa  MasterCard  American Express  Discover

Cardholder's Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Checks should be made payable to:  
Melanoma Research Foundation

**VOLUNTEER** to be a Melanoma Messenger.

Contact me at: \_\_\_\_\_

**LEARN** more about Miles for Melanoma.

Contact me at: \_\_\_\_\_

**SUBSCRIBE** to the MRF's electronic newsletter.

My email address: \_\_\_\_\_

**JOIN** the MRF mailing list to learn more about educational events and fundraisers in my area.

My name and address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Please tear off this card and mail it to:**

**MELANOMA RESEARCH FOUNDATION**  
1411 K Street NW, Suite 500  
Washington, DC 20005

Or, skip the mail and go online!  
You can find all the ways you can help at  
[www.melanoma.org/getinvolved](http://www.melanoma.org/getinvolved).

