

MOLLIE'S *fund* newsletter

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Mollie's Story

As a sophomore in college, Mollie discovered a mole on her thigh. In the following six months she underwent surgery, chemotherapy and radiation. The Mollie Biggane Melanoma Foundation was created in her memory.

Our mission is to increase awareness for melanoma prevention, provide information and services on skin cancer detection, and support melanoma patients through education of the latest treatments.

Holiday Shoppers

Mollie's Fund is excited once again to partner with participating stores at the Americana Manhasset and Wheatley Plaza to offer our supporters the opportunity to shop for our foundation. "Champions for Charity" is scheduled for November 30 - December 2. Brooks Brothers will host the pre-shopping gala cocktail party on November 30, 5:00 - 8:00 p.m. More details will soon be available on our website.

Letter from Jack

Dear Friends,

Thanks to your continued support, 2011 has been a very productive year for our foundation. Because of your generosity, we have been able to increase our skin cancer and melanoma awareness programs. We hope to continue to honor Mollie's memory by reminding everyone that skin cancer can be prevented and, melanoma if caught early can be cured!

Mollie's Fund believes that public education is the greatest weapon in our war against melanoma. Our public service announcements have appeared on ABC and Cablevision channels. WINS radio reminds summer listeners on Friday afternoons and evenings, the necessity of sunscreen. Riders on the Long Island Rail Road and on NYC subways were educated with our posters. During May (Melanoma month), all New York City taxis featured our infomercial warning riders about mole identification and the importance of dermatology examinations. We published full page newspaper ads in USA Today, Newsday and local papers supporting our "Safe Sun" message. The billboard facing west, after exiting the Midtown Tunnel on the Long Island Expressway, alerts drivers about the probability of developing skin cancer. Millions have been influenced by these initiatives!

Victoria Siegel, RN, EdD. assisted us in the creation of a brochure to teach new mothers about sun safety for their infants. Mollie's Fund has begun a campaign to have this resource available in maternity departments, clinics and pediatrician offices. During the past year, with the assistance of MCS Advertising, we created a free skin cancer app which is available on iPhone, iPod Touch and iPad.

We are very proud that Cosmopolitan magazine selected our daughter, Cara, as an activist honoree for their 2011 Practice Safe Sun Awards. Our foundation is inspired by their crusade against the indoor tanning industry and their commitment to influence readers that there is no such thing as a "safe tan." All 16,000 young athletes, representing fifty states and several territories competed in the AAU Jr. Olympic Games (the largest multi-sport event in the U.S.). For the third consecutive year, every athlete and coach has received "Have You Checked Your Skin Lately?" brochure. Mollie's Fund believes that by raising awareness we can break the pattern of increasing skin cancer and melanoma statistics.

Our foundation, with the rest of the melanoma community has been uplifted with the discovery of the new melanoma drugs Yervoy and Vermurafenib, which gives hope to late stage patients. We applaud the efforts of these research scientists.

Please visit our new website and check out our activities on Facebook!

None of our accomplishments would be possible without your support. In Mollie's name, we thank you.

— Jack

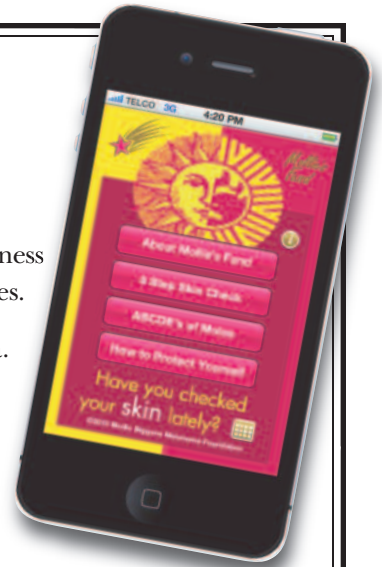


Mollie's Fund Launches App for Skin Cancer Awareness

This past year, Mollie's Fund, with the assistance of MCS Advertising, created a free skin cancer awareness app, which is available on iPhone, iPod Touch and the iPad. It can also be downloaded through iTunes.

This interactive guide provides users with facts about the evolution of skin cancer and melanoma.

The application illustrates a self-exam, exhibits mole changes and reinforces behaviors to protect against skin cancer. The program emphasizes the necessity of a professional dermatology examination. Current estimates state over 80 million users will be able to receive this valuable health resource.



YOUR SUPPORT has also enabled us to...

Educate 16,000 Junior Olympians with "Have You Checked Your Skin lately?" at annual AAU competitions in New Orleans July 20-24.

Support the Promise Foundation in their melanoma education program in the Ridgewood, New Jersey school system. We supplied brochures, our film and made recommendations for their initiative.

Participate in the Omnia Education Symposium, for Women's Health. This Continuing Medical Education Program was held at the NY Sheraton Hotel on December 10.

Provide brochures, bags and posters for the Mt. Sinai Hospital's "Health Care" program, July 12.

Grant Underwood Memorial Hospital, Woodbury, N.J. the use of our DVD "The Dark Side of the Sun" for their closed circuit TV system for their patients.

Supply sunscreen for the "Swim Across America" program at Westhampton Beach and Glen Cove, NY.

Provide TKE Fraternity with educational resources so that this student initiative could provide the first Skin Cancer Awareness project at St. Leo's University (Lakeland, Florida). These student activists worked under the guidance of Health Services.



Getting the Melanoma Message Out!

In the past four months accelerated efforts have been given to the distribution of two foundation brochures, "Have You Checked Your Skin Lately?" and "Protect Your Baby from the Sun." Both brochures were distributed at

the University of Pennsylvania's Annual Patient Symposium in May and at various community events organized by the Susan Fazio Foundation, the Peggy Spiegler Foundation and the Melanoma Research Foundation. St. Luke's Health Network in Bethlehem, Pa. is now providing "Protect Your Baby from the Sun" to all discharged new mothers (approximately 500 per month) and at the Cooper Hospital, with "Have You Checked Your Skin Lately?" in Camden, New Jersey.

In the coming months, new organizations, community events, hospitals and professional organizations will be followed up for partnerships in the distribution of these community education-prevention brochures.



American Academy of Dermatology

The American Academy of Dermatology (AAD) is the premier provider of dermatology Continuing Medical Education activities. Over 3,000 dermatologists, PA's and medical students attended their summer meeting at New York City's Hilton Hotel. The scientific sessions, include such lectures as "Assessing New Technologies on Melanoma Risk" and "Management of Metastatic Melanoma." As an exhibitor, Mollie's Fund promoted our educational resources through attendee distribution.



Cosmopolitan Honors Cara Biggane

Because melanoma is the leading cause of cancer deaths in women 25 to 30 years old, and the second leading cause of cancer death in women 30 to 35 years old, *Cosmopolitan* magazine has initiated a "Practice Safe Sun" campaign. Their articles have alerted their readers about the necessity of self-checks and dermatology screenings and the importance of limiting exposure to UV radiation, including tanning beds.

At their "Practice Safe Sun" luncheon on June 29th, at the Hearst Tower in New York City, Cara Biggane, was selected as an award recipient for her active role in spreading skin cancer awareness. The other honorees were: Actress, Laura Linney; Celebrity Chef, Giada de Laurentiis; New



Above, left to right: Kate White, editor; Dr. Jennifer Stein, Giada de Laurentiis, Dr. Cynthia Cooper, Cara Biggane, Tim Turnham, Melanoma Research Foundation, Juju Chang, ABC News Nightline-Special Correspondent, Sean Avery, Donna Kalajia Lagani, SVP Publishing Director and Laura Linney

York Ranger, Sean Avery; and dermatologist, Dr. Jennifer Stein. Their contributions to Melanoma prevention were highlighted in the July issue of *Cosmo*. *Cosmopolitan* generously awarded a research grant through the Melanoma Research Foundation to Cynthia Cooper, PhD., Washington State University.

Skin Cancer Awareness Program at NYU

In a continued attempt to educate the public about skin cancer and melanoma, Mollie's Fund joined the NYU's Cancer Institute Community Outreach Program for a third time to sponsor a FREE skin

cancer awareness program at NYU Langone Medical Center's Farkas Auditorium on April 26th.

The luncheon seminar featured renowned specialists from the NYU Skin Cancer/Melanoma staff. Dr. Anna Pavlick, Director of the NYU Melanoma Program, spoke of current trends and the exciting new drugs available. Dr. Elizabeth Hale, Assoc. Professor of Dermatology, told the audience about the necessity of early detection and prevention. Dr. Russell Berman, Asst. Professor, Dept. of Surgery, addressed the surgical management of melanoma. Miss Lauren Akins shared her survivor story. (These informative lectures can be viewed on our website, www.molliesfund.org).

Mollie's Fund provides our popular "Have You Checked Your Skin Lately?" brochures to the Dermatology offices of NYU.



MOLLIE'S FUND IN THE MEDIA



Long Island Railroad

The LIRR is the busiest commuter railroad in North America. Their trains carry over 300,000 riders each weekday from 124 stations in Nassau, Suffolk, Queens, Brooklyn and Manhattan. The LIRR provides services for 82 million customers a year.



Our posters on the trains remind riders of skin cancer prevention.



DID YOU KNOW?

- 1 in 5 will develop skin cancer.
- 1 person dies of melanoma every hour.
- Melanoma is the most common cancer for young adults 25-29 and the second most common for young people 15-29.
- Between 1992 and 2004, melanoma increased by 45%.
- The World Health Organization includes tanning devices on a list of the most dangerous cancer causing substances. The indoor tanning industry has an estimated annual revenue of \$5 billion.

(from the Skin Cancer Foundation)

WINS 1010 Radio

Radio station 1010 WINS reaches more than 2.7 million listeners a week in the tri-state area. Our foundation selected WINS for a special public service announcement about the necessity of sunscreen. During the summer months, this is broadcasted during the traffic reports on Friday afternoons and evenings when drivers are navigating the best routes to their summer destinations.



NYC's Taxis

Over 20 million New York City taxi riders during the month of May had the opportunity to learn about mole identification and our new app which was viewed on Taxi TV.



Print

Billboard, Newspapers, Journal Ads

Exit New York City from the Mid-Town Tunnel and head East on the Long Island Expressway to Queens, Nassau, Suffolk, LaGuardia and JFK Airports and view our foundation's 20 feet x 60 feet poster. This illuminated billboard is located in one of NYC's most desired arteries.

USA Today's March 11, 2011 Weekend Edition, reaching over 1 million readers informed readers about the dangers of skin cancer with our full page color ad. We have used Newsday and local newspapers to support our "Safe Sun" message.





New York City Subways

The New York City subway is the largest public transit subway system in the world. Subway ridership is reported at over 10 million a week. During the month of May, we initiated a poster campaign within selected cars which features our poster, created by MCS Advertising reminding riders of the odds of developing skin cancer - 1 in 5.



Television

Cablevision aired our PSA 254 times, reaching more than 800,000 Cablevision customers in Nassau and Suffolk counties. Our mole identification alert was also shown during the Regis & Kelly Show on ABC.





Mollie's Fund in Garden City



GCMS Sun Safety Assembly Rocks!!!

On Thursday, May 26th, the Mollie Biggane Melanoma Foundation presented their annual sun safety assembly to the Garden City Middle School sixth graders.

Mrs. Susan Lee, Assistant Principal, announced the program explaining to the students that she hoped they would take the information learned during the presentation and educate their parents and other family members about the necessity of developing sun safe behaviors. All the students viewed the foundation's educational video. Dr. John Clarke, "The Physician Musician," wrote an exciting rap song. The audience participated in his lively performance by joining him in the chorus. Dr. Ted Daly, Garden City Dermatology, concluded the program in a special question and answer session. All the participants received hats, educational brochures and a download of Dr. Clarke's song.





Mollie's Fund Supports Winthrop University Hospital

On June 23, 2011, our foundation provided our educational skin cancer film and brochures for Dr. Ted Daly's (GC Dermatology) presentation to resident doctors. We have also provided assistance for hospital sponsored community programs by supplying sunscreen and skin cancer/melanoma educational materials. These initiatives have included: *Relay for Life*, *Youth Health Awareness Day*, *Hance Family Foundation's 5k Run/Walk*, *Getting Your Daughter Ready for College*, *It's Good for Your Health*, *Telephonics Health Fair* among many others.

Mollie's Fund Presents to Mercy Hospital

On Friday, May 27th, the Mollie Biggane Melanoma Foundation presented a special skin cancer/melanoma education program for the Mercy Hospital nursing staff.

Victoria Siegel, RN, MSN, Ed.D, Associate Professor in the Department of Nursing at Suffolk Community College and author of the article, *"Exploring the Role of the Nurse in Skin Cancer Prevention"* presented the attendees with the alarming current statistics of skin cancer and melanoma. She explained the different types of skin cancer: basil cell, squamous cell and the most serious, melanoma. Mrs. Siegel emphasized that patient education plays a key role in preventing skin cancer. Nurse educators can teach that everyone can get skin cancer; no one is exempt. As health care professionals, nurses have the responsibility to teach and model appropriate behaviors that will support skin cancer prevention.



Jay Gallagher Memorial Lacrosse Tournament

On June 18th and 19th, the Garden City Youth Lacrosse Program and the Jay Gallagher Memorial Foundation hosted the Fourteenth Annual Jay Gallagher Memorial Tournament, under the direction of Dr. Tony Randi. Jay, GCHS and Cornell lacrosse defenseman and later coach, died in '92 at 39 from melanoma.

This GC tournament is the largest lacrosse tournament in the Northeast. Over 120 teams, with more than 4,000 players, coaches and family members participated in this event.

The hot, sunny weekend was a perfect format for our foundation volunteers to offer sunscreen and hats to the participants. Mollie's Fund shares the proceeds of this tournament with the Andy Fund and the Miracle Foundation.

"Hats On" for the Garden City Pool Staff...

Mollie's Fund has donated a special *wide-brimmed, lightweight hat* for members of the pool staff at the GC Pool. These hats mimic the lifeguard hats which are so popular in Australia because they offer more protection than the traditional baseball cap. "...Thank you so much for the wonderful hats for our employees. We have received many compliments and my employees have expressed how much they like them and how much protection they provide..." Pool Manager, Grace Chianese.

The foundation has continued to supply gallons of sunscreen to assure that all attendees can be protected.



Your Comments...

“The efforts by Mollie’s Fund to increase education and awareness about melanoma saved my life. Their simple ABC pamphlet prompted me to ask my doctor about a small freckle on my leg that looked different. It turned out to be malignant melanoma, but we caught it early and everything should be fine. *The foundation’s tireless campaign is saving lives. I know it firsthand.*” — *Ed Keating, July 29, 2011*

“HealthNets and the Department of Health Studies, Physical Education and Human Performance Science at Adelphi University, would like to thank you for your generous support of the Tenth Annual Partnerships in Health Education Conference held at Adelphi University on April 1, 2011. Your donations of DVD’s, posters, sun screening cards for conference participants was greatly appreciated. *It is because of your support that we are able to continue to promote health and wellness.*” — *Jean L. Harris, Ph.D., Associate Professor, Health Studies, April 29, 2011*

“Thank you so much for providing us with the free informative pamphlets “Have You Checked Your Skin Lately?” We have added these to our cancer clinic resource library in an effort to increase melanoma awareness.”
— *Charlene Brady, MSN, RN CBHN, CBPSN-C, Florida Hospital Memorial Medical Center, Daytona Beach, May 26, 2011*

“On behalf of our Nebraska Comprehensive Cancer Control Program, I would like to thank you...After searching for educational material to use with the aquatic staff, we decided to use “The Dark Side of the Sun” DVD... *We have found that this DVD will successfully meet our needs of educating lifeguards across Nebraska.*”
— *Elizabeth Green, Nebraska Comprehensive Cancer Control Program Coordinator, April 11, 2011*

“The Bat Ami Chapter of Hadassah has sponsored a Check It Out Program since 2002. The Check It Out Program is a teen health awareness program for high school seniors....During the course of the year, we see 1,000 students. *We discuss exposure to the sun using the brochure from the Mollie Biggane Melanoma Foundation.*”
— *Lynda Bardfeld, Co-Chair of Check It Out, Vineland, New Jersey, January 12, 2011*

“I wanted to express my sincere thanks for the incredible work Mollie Fund has accomplished...Mollie’s Fund wallet cards are *one of the most effective resources that I’ve ever had the pleasure to distribute. The pencil sized hole in the star has a tremendous impact on adults who are considering checking their skin perhaps for the first time. The skin examination information is clearly written and the photos on the flip side of the card are helpful to teach people what is normal and what would be a concern.*...Not only do participants at events want a wallet card for themselves, many folks ask for a second one to give to a friend, spouse or relative...” — *Debbie Bullas-Rubini, RN, Public Health Nurse, Elgin St. Thomas, Ontario, Canada, May 10, 2011*

“...Thank you for sending the materials. I gave out the info to my health class...Several students approached me to let me know *they have made appointments to go to see their dermatologist about something on their body or just for a check up. Great news!*”
— *Jill Maltz, Health Educator and Varsity Girls Tennis Coach, Richmond Hill High School, June 2, 2011*

“I just saw your presentation from a high school group. They did a great job and the video was very moving. *I will use it as part of my health curriculum from now on...*” — *Kimo Mahi, Judson Middle School, Salem, Oregon, May 19, 2011*

“Thank you for the wallet-sized skin checks...they have been very popular and lots of people have contacted me saying they have gone to have moles checked after using them...” — *Jenni Halley, Maryville, Missouri, June 5, 2011*

“We would like to express our sincere gratitude for the brochures, posters, and “The Dark Side of the Sun” DVD/CD. They *provided us with fabulous teaching tools.* The Health Department participated in a Health Fair at Kinnelon High School on April 13, 2011. We had a lap top computer with the DVD running continuously and were able to educate approximately 500 students by providing your literature that day. *Your generosity truly empowered us to reach these children with a “real life” story. This is a wonderful tribute sharing Mollie’s Story and raising melanoma awareness...*”
— *Susan DeGraw, RN, Public Health Nurse, Kinnelon, New Jersey, May 4, 2011*

“Recently I was at a meeting...and your accordion folded handout was available...After examining it, I would like to have them put in my waiting room and exam room. Thank you in advance for your assistance and thank you for the good work you are doing to educate about the danger of a melanoma.” — *James W. Mullis, Jr. M.D., Gynecology, Anniston, Alabama, April 10, 2011*

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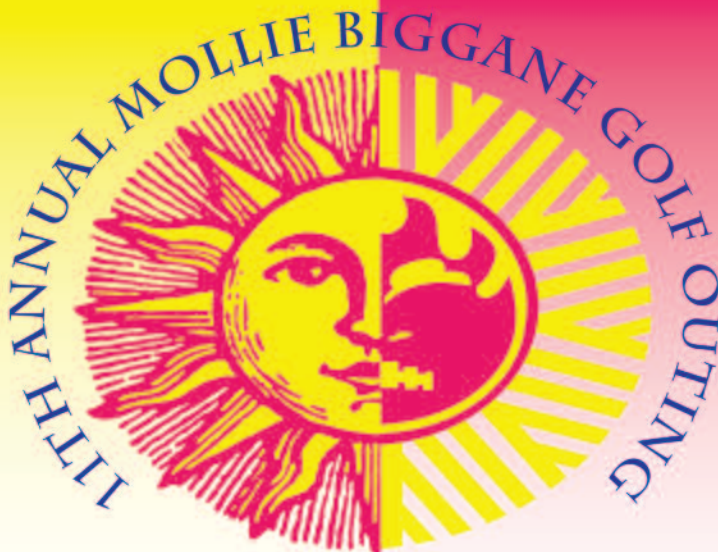
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SAVE THE DATE

Mollie



SEPTEMBER 26, 2011 AT GARDEN CITY COUNTRY CLUB