



SCAN Foundation

Skin Cancer Awareness Network

Promoting Skin Cancer Awareness and Prevention

2007 Inaugural SOS 5K Highlights

SAVE THE DATE

May 24, 2008

Atlanta, GA

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2007 SAVE OUR SKIN SKIN CANCER AWARENESS 5K WALK/RUN

On Saturday, May 26th, 2007, the SCAN Foundation held its Inaugural 5K Skin Cancer Awareness community educational event in Atlanta at Perimeter Place. More than 350 participants registered, exceeding initial goals of 300, by 17%. Contributing to the success of SOS 2007, as the event is recognized, was the volunteer participation of dermatologists from around the metro Atlanta area. They provided complimentary spot skin checks by board-certified dermatologists for all who came out to support the event. They screened more than 150 individuals, found 2 basal cell carcinomas and several other pre cancerous lesions. Not only were they able to provide a valuable, potentially life-saving service, the dermatologists enjoyed a great day of fun and fellowship with their colleagues. Best of all, we are happy to report that exhibitors already have new business.

AM750 WSB and 99X radio stations brought their vans out, POG, the Celtic Band Played, and Vince Dooley, Chair were out in full force. Guests enjoyed complimentary coffee, fruit, fruit smoothies, muffins, bagels, bar-b-que and chips, and chicken wraps. Prize giveaways included OLAY—Title Sponsor—Delta Sky Miles, safe sun products, and restaurant and retail store gift certificates. SOS attracted families with kids, infants in strollers, and even pets got into the action.

SOS 2008 is scheduled for Saturday, May 24, 2008 at Perimeter Place. Marilyn Fry, Founder and CEO, has projected attendance of 700 next year. SCAN has begun implementing plans for the coming year and will be actively soliciting sponsors, supporters, and volunteers. In addition, SCAN will soon be making awards to the Emory School of Medicine's CancerQuest—which empowers cancer patients, families, and survivors with a better understanding of the disease, and the Skin Cancer Foundation, which provides skin cancer research and education. Plans for 2008 will establish fellowship funds for young medical investigators for skin cancer research and clinical trials. In addition, SCAN will host other community skin cancer awareness events during the year.

For information, please visit: www.scanfoundation.com or contact Marilyn Fry:
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