

ISSUE 1 ■ SUMMER ■ 2008



MELANOMA INTERNATIONAL FOUNDATION

Connections

MIF's Safe from the Sun Events Bring Awareness and Community

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HUNDREDS SCREENED AND MORE THAN 1,000 SHOW SUPPORT FOR THOSE AFFECTED BY MELANOMA. EVENTS IN VILLANOVA & SEATTLE WERE A HUGE SUCCESS.

With melanoma incidence on the rise, MIF was pleased to see more than one thousand people come out in Villanova and Seattle to show support and bring awareness to this serious disease.

On May 10th, the annual Safe from the Sun Walk & 5K Run took place at Villanova University. More than 26 teams (some numbering as many as 40 members) came adorned in creative team t-shirts, ready to walk/run for the cause. The children's play area, increased number of vendors and amazing goodies made the event fun for everyone. Our thanks goes out to all of the participants.

In Seattle, on June 1st, participants embarked on the first ever Safe from the Sun Urban Scavenger Hunt. Armed with a cell phone and digital camera, 32 teams completed Creative Missions, Sneak & Snoops and answered trivia questions. The screening was a huge success and a fun time was had by all. MIF also had the privilege of awarding our Courage Award to Cindy Gulling and Allie Daneman, two remarkable people that are currently fighting melanoma.

We can't wait to see what next year will bring. Thanks for a great 2008!



IT'S A FACT:

Melanoma is the Most Common

72-Year-Old Man Treks the Grand Canyon for Melanoma Awareness

When Harry Townsend's wife, Myfanwy, died in October, 1999, from melanoma, he and their three sons set-up the Myfanwy Townsend Melanoma Research Fund, a registered charity in Great Britain, to find a cure, promote awareness, and enable early diagnosis.

Harry, former Assistant Curator of the world famous Kew Gardens, has raised money for melanoma through many fundraising challenges. These include climbing Mount Kilimanjaro, running the Death Valley Marathon and the 100km of the Sahara, walking end to end the north island of New Zealand (80 miles, 68 days), pushing a wheelbarrow, and hiking the Pilgrim Trail, about which he wrote a book, *The Slowest Pilgrim*.

Now, Harry aims to raise a million pounds through the toughest project yet - a record breaking, sponsored trek from rim to rim of the Grand Canyon on September 10, 2008. This is a 24 mile hike with elevation differences of a vertical mile and temperature changes of more than 60 degrees. A huge undertaking to say the least!

Harry has selected melanoma foundations from a variety of countries to benefit from his trek and encourages supporters to donate to the foundation in the country of their residence. The Melanoma International Foundation will be the proud United States supporter of Harry's trek. Harry is also still seeking a United States citizen to *participate* in the trek.

For more information about Harry's challenge, visit www.safefromthesun.org.



DEALING WITH MELANOMA: Don't Walk This Path Alone

Half the battle of cancer is psychological. The waiting is the hardest part for a person dealing with melanoma - or any other cancer. Over and over, normal life is put on hold because of the disease.

In the past, cancer patients were often passive observers of their care who were out of the loop. The physician and family members kept the details of the patient's treatment and life expectancy a closely guarded secret. Fortunately, the trend these days is for patients to be actively involved in

their treatment. I highly recommend that you make a point of working in full partnership with your physician.

In coping with melanoma, you will probably manage your fear in whatever style you generally adopt in a crisis. You should proceed in the way that makes you feel most comfortable. Here are a few steps to help you along the way:

Find the Right Doctor

The first step toward taking care of your melanoma is choosing a doctor in which you feel a high level of confidence.

Find Peace of Mind

If you're lucky, the physician or melanoma clinic you visit may include care for your mind as well as for your body.

Find Help

Sometimes if you can get away from it all, you can gain some perspective on your situation.



SEED TEAM WALKING - 2007

You may want to enroll in a residential program where you can get intensive help in coping with all aspects of your illness or if you

would rather stick close to home and have someplace comforting to visit if you feel the need, you might want to visit your local Gilda's Club or Wellness Community.

Friends & Family

My single best piece of advice would be to talk to each other and be up front when you do. One mistake families make is hiding information.

Mind/Body Connection

You cannot get cancer - or aggravate cancer once you have it - by thinking particular thoughts. Cancer patients need to be given permission to be upset and grieve and vent their negative feelings.

AWARENESS: Spreading Across the Nation

READ ABOUT FOUR PEOPLE (AMONG MANY) WHO ARE HELPING MIF SPREAD AWARENESS ACROSS THE NATION.

Cycling for a Cause

Lynne Kiesling & three others will be biking 987 miles of the Lewis & Clark trail to spread awareness and raise donations through the Leroy Coolbreeze Fund.

This fund honors the memory of Ian Copeland, a legendary music agent and *bon vivant* who brought great joy to many people throughout his too-short life. Ian died from melanoma in 2006.

You can read more about Lynne at www.safefromthesun.org.

SEED Celebrates 2nd Year

Nancy Disalle and Julie Lee hosted their 2nd successful SEED (Support through Education, Events & Development) event on June 14th in Toledo, Ohio.

They had a wonderful turnout and a fantastic day with local news coverage, snacks, music, kids' activities and more. Participants walked to bring awareness and raise funds.

These dedicated ladies have been a wonderful example of how a individual can bring melanoma awareness to the community. We are so proud of all of our SEEDs!

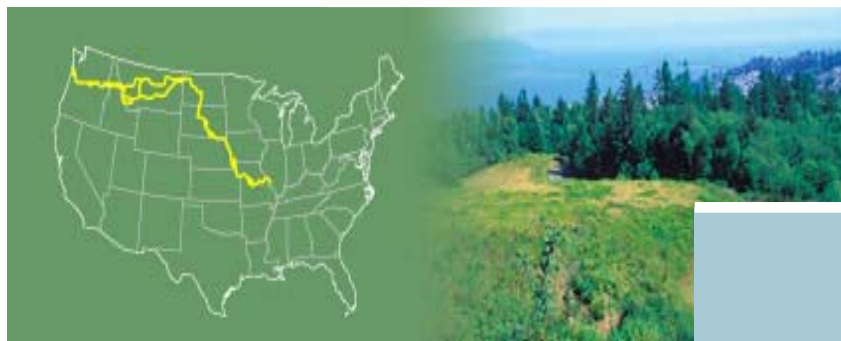
Racing for Melanoma

Lisa Jamison has committed to spending one year raising funds in support of her brother-in-law, who is currently fighting melanoma. As an "Iron Girl," she will participate in numerous events, culminating in the 2.4 mile swim, 112 mile bike ride and 26.2 mile run at the Ironman Florida in November, 2008. For more info visit www.lisahasyourback.com.

Covering Swimmers

Sonia Lamel, a resident of Lafayette, CA, and a melanoma survivor will be hosting a SEED walk in August with the hopes of raising enough money to purchase a shade structure for her former swim team.

MIF will support Sonia throughout the planning process.



MIF Is Expanding Its Outreach

MEET THE NEWEST MEMBER OF OUR STAFF, AS WELL AS THE LATEST ADDITIONS TO OUR BOARD. WE ARE EXCITED ABOUT WHAT THESE FOLKS WILL HELP MIF ACCOMPLISH IN 2008-2009.



Debbie Cornelius with her son, Ryan

We, at MIF, have dreams ... big dreams ... to spread melanoma awareness around the country, navigate every patient that needs support and assistance, find each and every melanoma before it becomes life-threatening ... find a cure.

Lao-Tzu, a Chinese philosopher, once said, "A journey of a thousand miles begins with a single step." So, each and every day, we take a step ... one after the other ... in hopes of turning each and every dream into a reality.

Recently, we took three large steps that we believe will take MIF to the next level of service and outreach. These came in the form of a new employee and two new board members—each bringing something unique and useful to MIF.

First, we are pleased to welcome Debbie Cornelius as our new Director of Relationship Development.

She has extensive experience with program development and event planning and has also spent many years leading & mentoring women. She has a passion for people and will make a wonderful addition to the MIF family.

We also consider ourselves fortunate to be adding two new board members - Liz Balakhani and Dan Smith. Liz is an attorney with the national law firm of Dechert LLP. She works in Philadelphia and focuses her legal practice on defending major pharmaceutical firms. In November 2007, after a long and heroic battle, Liz's husband, Mike Filippone, lost his battle with melanoma at the young age of 34.

Dan consults with businesses and non-profit organizations as founder and principal of Leadership Solutions Four, based in Kimberton, PA. He is a specialist in talent development, analysis of work processes, and strategic organization design.



Melanoma, Prevention, Detection and Treatment, by MIF founder Catherine Poole with DuPont Guerry, M.D. was translated to Chinese this spring by Scientific Advisory Board Member, Jun Guo, a medical oncologist at Peking University. Jun and Catherine met at an international melanoma conference in Amsterdam, where she gave him a copy of the book.

Our collaboration with Scientific Advisory Board Member, David Alberts, MD, who heads the Arizona Cancer Center, worked well to track down a dermatoscope to donate to a doctor in Vietnam. Now he is working on translating the book to Vietnamese. We hope our international outreach continues to spread as we assist patients and doctors from all parts of the world who are dealing with melanoma.



PLANT A SEED *in your community*

SUPPORT (THROUGH) EDUCATION. EVENTS. DEVELOPMENT

Have you been personally affected by melanoma? Are you interested in spreading melanoma awareness to **YOUR** hometown? Then, our SEED Program may be just the right thing for you!

Our **SEED Program** (Support through Education, Events & Development) allows you to host an event and potentially save lives in your own community. We have 3 levels of events, providing options for the most experienced event planners to those that have never planned an event before. To receive an information packet, please contact Lisa Newcomb at lisa@safefromthesun.org or (610) 343-0183.

VISIT THE ONLY FULLY MODERATED MELANOMA MESSAGE BOARDS ON THE INTERNET AT:

WWW.MELANOMAFORUM.ORG

FAST FACTS *On the web*

*** MIF's website has had visitors from 58 countries, with the top five countries being the United States, United Kingdom, Canada, Australia and the Philippines.

*** In the past month, MIF has had more than 7,000 hits to the site.

*** More than 40% of our visitors return to the site for additional information.



MIF's Moderated Forums

"What treatment should I pursue after surgery?"

"What questions should I ask my oncologist?"

"What are my chances of recurrence?"

"Has anyone had a similar experience?"

"How do I talk to my kids about my diagnosis?"

Questions like these are answered everyday on MIF's moderated message boards, found at www.melanomaforum.org. People come daily and post their fears, triumphs, questions and feelings. There is a definite feeling of community for all that participate.

Launched in January, MIF has been able to achieve a long-time dream of founder, Catherine Poole, by offering not just a message board, but a *moderated* message board, where accurate information and positive messages are encouraged.

There are three main moderators on the forums, with additional participation from MIF staff, nurses and other oncology professionals.

Catherine Poole is the main moderator, ensuring that the forums exist as a community of support, encouragement and accurate information. The President and Founder of MIF, Catherine has extensive experience with patient navigation and has a strong passion to help others.

Dr. Keith Flaherty is an Instructor of Medicine at Abramson Cancer Center (University of Penn), with a specialty in melanoma and renal cell carcinoma.

Dr. Bruce Brod is a Clinical Associate Professor of Dermatology at University of Penn. He also has a private dermatology practice.