



FOR IMMEDIATE RELEASE

**Melanoma Research Alliance Corporate Allies Step Up Efforts in May  
*Awareness Efforts Reach Millions, Raise \$348,000 during Melanoma Awareness Month***

WASHINGTON, July 25, 2011 – With the help of key Corporate Allies, a group of businesses and corporations supporting melanoma research, the Melanoma Research Alliance (MRA) reached as many as 19 million people in the United States with information about melanoma while raising nearly \$350,000 for melanoma research during Melanoma Awareness Month in May. As with all public donations received by MRA, 100 percent of the funds raised in these campaigns will be used to fund cutting-edge research.

“MRA is pleased to have the generous support of a growing list of allies in the fight against melanoma to amplify our message and garner the resources necessary to advance our mission,” said Wendy K.D. Selig, president and CEO of MRA. “We are grateful to all of our Corporate Allies for their efforts to support our shared mission of defeating melanoma. The response of the public to this year’s campaigns has been extraordinary and will help fuel the pace of scientific discovery in finding cures and improving treatments for melanoma.”

During Melanoma Awareness Month, several of MRA’s Corporate Allies conducted a range of activities to engage their customers, create awareness and generate financial support for MRA’s research portfolio:

- Nearly 11 million customers visited **The Sports Authority** stores nationwide in May. They donated more than \$180,000 at checkout to MRA.
- At **Claire’s Stores**, a nationwide retail chain, \$1 of every sunglass and hat purchase in May was donated to MRA, in addition to voluntary customer contributions at checkout, for a total donation of about \$163,000. Up to 8 million customers saw the in-store materials promoting melanoma awareness.
- During the month of May, **SkinCeuticals** launched their “Prevent. Protect. Get Checked.” campaign and donated \$20 for every video testimonial and \$2 for every written testimonial posted to its Facebook page, for a total donation of \$5,000 to MRA. Nearly 50,000 unique visitors viewed the campaign.

In addition, Montage Hotels & Resorts and WellNest are conducting summer-long campaigns to raise awareness of melanoma and resources for MRA.

“No one individual or organization can defeat melanoma alone,” said Debra Black, co-founder and chair of MRA. “The progress in the field presents us with a unique opportunity to fast-forward the research. One hundred percent of these funds goes directly to research. Together with our allies, we are committed to reaching the day when no one will suffer or die from melanoma.”

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***About the Melanoma Research Alliance***

*The Melanoma Research Alliance is a public charity formed in 2007 under the auspices of the Milken Institute, with the generous founding support of Debra and Leon Black. It supports an international, cross-disciplinary group of biomedical researchers possessing clinical and scientific expertise to explore, identify and pursue innovative solutions to critical research questions, leading to better treatments and a cure for melanoma patients. For more information, visit [www.curemelanoma.org](http://www.curemelanoma.org) or contact:*

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