

## Mollie's Fund and the Yankees

The NY Yankees are the most famous brand in all of sports. This makes any message associated with the pin-stripes a powerful one. The Yankee Radio Network has **weekly listener base of two million, not including the network reach of over 40 stations through the MLB at Bat Applications and Sirius XM Radio.** In 2014, the Mollie Biggane Melanoma Foundation continued to touch the Yankees fan base with their safe sun PSA's, in growing their partnership from last season with the Yankee Radio Network on **WFAN Sports Radio.** These important messages are heard at every weekend day game the Yankees play, through a series of four different commercials. Fans will be



reminded of the importance of sun protection as they are heading out for the game, a trip to the beach or a family barbeque.



In 2014, Mollie's Fund partnered with the Mets Radio Network reaching millions of Mets fans at a critical time of year with consistent, short duration messaging.

With its expansive reach, the message of Mollie's Fund was heard through WOR 710AM and additionally through the MLB At Bat Application, Sirius XM Radio and a 13 station affiliate network. In "Mets Under the Sun," Mets fans were reminded to protect themselves from the sun as they head out to the game or outdoors in general in day games throughout the season.



## "When You See Something, Say Something!"

*I was vigilant about going to the dermatologist for full body skin screening every six months. Then four years ago my light tan, regularly shaped mole changed and a darker brown mole grew asymmetrically alongside. A registered nurse who was administering acupuncture at the physical therapist's office told me to get it checked out. The lab labeled it "Atypical" but not "Precancerous."*

*This April, I noticed a small shiny dark brown pimple with shades of green and blue. It hurt like a thorn had gotten embedded while I was gardening, which is what I thought had happened. Fortunately, I was using a trainer at our local JCC, who noticed and told me it was melanoma. The dermatologist said it was "worst case scenario - basal cell carcinoma." The day after Memorial Day, the lab results were back and I heard the dreadful word: "Melanoma."*

*The leading expert at Memorial Sloan Kettering told me I was lucky. My operation is over. No further treatment is required at this time. I was diagnosed at stage 1B. My friend was diagnosed at stage 4 and was dead eleven months later at 48 years old. What if someone had alerted her when the cluster of tiny black bubbles in her scalp was still the size of a pin head? My friend who is a doctor spoke of melanoma as a fire that, once started, burns out of control. What if my trainer had not said anything because she was afraid I would be annoyed? What if we trained hairdressers to be our first alerts? What if we trained all physical therapists and gym trainers to be our extra eyes? What if we all speak up when we see something?*

— Jacqueline Becker