

2 0 0 9 S U M M E R E D I T I O N

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 December 3-5. Brooks Brothers will host the pre-shopping gala cocktail party on December 2. More details will soon be available on our website.

✧ Letter from Jack ✧

Dear Friends,

Your generous continued support has enabled us to expand our mission during the last year. Our fourth annual Melanoma Symposium for patients and their families continues to be the hallmark of our programs. Our eminent guest speakers volunteered a Saturday to offer a compassionate forum for melanoma patients and their care-givers. This year, we were fortunate to be able to co-sponsor a Community Outreach Program at NYU Cancer Center. This free program offers the latest on prevention, diagnosis and treatment for melanoma patients and their care-givers.

Cara Biggane, NYC Public School Teacher, educated millions through a public service television ad that was aired in NYC taxis during May, Melanoma Awareness Month. This PSA also aired in May on ABC television and Cablevision channels during July reaching hundreds of thousands of viewers in the metropolitan area. State Senator Kemp Hannon supported our efforts to warn the public about skin cancer with radio ads that were aired on five different radio channels. MCS Advertising funded full page ads on melanoma awareness in the June issue of the Met Golfer and the US Open (Bethpage) program that was distributed to over 100,000 attendees. Memorial Day week end, we participated in a special "Skin Cancer" segment that was distributed in the Wall Street Journal Northeast Edition to almost 800,000 readers. We initiated a program with the Long Island Rail Road, the busiest commuter railroad in North America. Our posters were displayed in all 124 stations, including Penn. Station, to warn riders about the necessity of skin cancer prevention.

We continue to target our young adults in our prevention campaigns. 14,000 young Junior Olympiads will receive their own "Have You Checked Your Skin Lately?" self check brochures before the competitions in Des Moines. Mollie's Fund reached out to more adolescents through varied sports and college programs than ever before. As always, our distribution of "The Dark Side of the Sun" and corresponding Teacher's Guide is ongoing. Health educators, nurses and community leaders continue to request this invaluable educational resource.

We are passionate about changing skin cancer and melanoma statistics through education. Your support has and will enable us to continue this mission. Thank you, in Mollie's name.

Sincerely,

Jack

Millions Learn About Skin Cancer in NYC Cabs

During the month of May, Mollie's Fund collaborated with ABC News to provide a public service ad viewed in 4,500 NYC taxis. Over 150,000 riders were able to view this ad, each day of May to educate them about skin cancer and melanoma.

"...Mollie's video ran over 5.3 million times and reached over 6.7 million impressions. What a great way to reach a captive audience! During the Mollie Fund campaign, not only, did we



receive positive feedback from taxi passengers but it also had the same affect on the WABC-TV employees.

I am happy to say that the campaign touched so many people in such a positive way...." (Fran La Sala, Account Executive, WABC-TV) The ad featured Cara Biggane, Mollie's sister and NYC public school teacher educating riders about mole identification. Millions were able to learn that if melanoma is caught early, it can be cured.

Fourth L. J. Melanoma Symposium

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Dr. Jedd Wolchok answering patients' questions

educational program for melanoma patients, care-givers and other health professionals. Over 250 participants were able to learn about current strategies and therapies. The doctors donated their time to support our goal of melanoma education. The symposium was chaired by Dr. Howard Kaufman of Mt. Sinai. Other speakers included Dr. Anna Pavlick (NYU), Dr. Jedd Wolchok

In cooperation with Hofstra University and the Melanoma Research Foundation, Mollie's Fund on May 2nd presented an

(Memorial Sloan Kettering), Dr. George Niedt (Columbia University), Dr. Orit Markowitz (Mt. Sinai Medical Center, Miami) and Dr. Edward DeFabo (George Washington Medical Center). Mr. Steve Silverstein, a melanoma survivor presented an inspiring account of his melanoma history. **As part of our commitment to melanoma patients,**



Dr. Jedd Wolchok answering patients' questions

this program is a compassionate and open forum that allowed patients the opportunity to question these specialists directly. The full

presentations from Doctors Kaufman, Pavlick and Wolchok are available at our website www.molliesfund.org.

Skin Cancer Awareness Program at NYU

On April 30th, Mollie's Fund joined the NYU Cancer Institute's Community Outreach and Education Program to co-sponsor a free skin cancer awareness program at NYU Langone Medical Center's Farkas Auditorium. This luncheon seminar featured renowned skin



Lt to Rt: Jack Biggane, Dr. Hale, Dr. Shapiro, Dr. Pavlick and Maggie Biggane

cancer and melanoma specialists from NYU, Dr. Anna Pavlick, Elizabeth Hale, M.D. and Richard Shapiro, M.D. They addressed the importance of early

detection, surgical management and current trends and therapies. Attendees were also able to hear a melanoma survivor's account. Our foundation was delighted to participate in this important out-reach program. These informative lectures reflect our mission-driven commitment to melanoma education, not only for patients but members of the

community as well. Visit www.molliesfund.org to listen to their presentations.

14,000 Junior Olympiads Receive Self-Check Brochures

Part of the mission of Mollie's Fund is to educate young adults about the importance of being sun safe. A large component of an athlete's training program is physical fitness. Our materials help instruct our youth to be aware of the dangers of the sun and the importance of mole identification. **Research confirms that education and prevention are our best protection against the most common and fastest growing cancer in the United States.**

Dating back to the mid-60's, the Junior Olympic Program is the most visible youth athlete developmental program in the world. Many of America's Olympians began as youth-athletes, including such stars as: Maurice Green, Allyson Felix, Bryan Clay, John Godina,

Deena Kastor and Allen Johnson. The AAU Junior Olympic Games is the largest multi-sport event for youth in the United States. This year's event July 27-August 8 will be held in Des Moines, Iowa.

"Each athlete participating in the games will receive your brochure and have the opportunity to expand their knowledge of melanoma. Melanoma awareness is critical in keeping everyone involved with the AAU Junior Olympics safe from the adverse effects of the sun. We want to thank you. The brochures will be of great importance for ALL of the athletes participating this year."

(Al Lorenzen, Vice President Sports and Development, Junior Olympic Event Director).



TV and Radio Coverage

Through the support of Cablevision, our PSA between June 29 and July 26 reached more than 823,000 Cablevision customers across Long Island.

Networks on which this public service ad could be seen include: A&E, BET, Bravo, CNBC, CNN, Cartoon Network, Comedy Central, Discovery Channel, E!, ESPN, ESPN2, Fox News, The Golf Channel, HGTV, Headline News, Lifetime, MSNBC, MTV, Nickelodeon, Sports New York, TBS, The Learning Channel, TNT, The Travel Channel, truTV, The Weather Channel USA Network or VH-1. In announcing

this partnership, Mr. Jeffrey Clark (Director of Government Affairs), said, "... We hope our PSA campaign will help you further your mission, and we offer our best wishes for continuing success."

During May, we were able to air radio public service ads. WINS, ABC, WFAN, CBS and Bloomberg channels all aired our skin cancer prevention ads. New York State Senator, Kemp Hannon, (ranking member Health Committee), urged fellow citizens to practice safe sun.



LIRR SUPPORTS SKIN CANCER INITIATIVE

The Long Island Rail Road is the busiest commuter railroad in North America. Their trains carry over 300,000 riders each week day from 124 stations in Nassau, Suffolk, Queens, Brooklyn and Manhattan. The LIRR provides services for 82 million customers a year. This summer in a combined initiative, Mollie's Fund developed a skin cancer awareness program for LIRR riders. **Special posters were created and exhibited in all 124 stations to educate summer riders about the necessity of sun protection and the importance of mole identification.**

THE WALL STREET JOURNAL GUIDE TO PREVENTION

In the Wall Street Journal Supplement on Memorial Day Week End, (May 23, 24) "Skin Cancer, Guide to Prevention and Treatment", Mollie's Fund featured a full page public service ad on page 3, "Practice Safe Sun". This was supplemented by an article describing the work of the foundation. Since Memorial Day is the official start of the summer season, this edition was planned to educate readers about the necessity of skin cancer and melanoma prevention and treatment and management strategies. **There were 789,566 copies circulated of the Wall Street Journal Eastern Edition.**

HAMPTON JITNEY'S WATER BOTTLES FEATURE "SAFE SUN" MESSAGE

This summer, Hampton Jitney bus riders will receive water bottles which feature recommendations for practicing safe sun. The Hampton Jitney brings riders from Manhattan and Brooklyn to both the North Fork and the Hamptons. **Andrew Lynch, President of Hampton Jitney, approximates that over 100,000 riders will receive our safe sun message this summer.**

Besides our initiative with the water bottles, Jitney customers will receive our "Have You Checked Your Skin Lately?" self-check brochures during the sample bag distribution. These brochures are also available at the Southampton office.



Special Thanks To...

Scott Sheridan and Tim Peebles for organizing the Gallery Bar Benefit and Montauk Triathlon

Ryan P. Donnelly, Kelly Manzer, Chris Acheson, Dan Smith and Toni-Marie Feldis for their efforts in directing the First Annual Pub Crawl

Suzie Walrich and Peter Behm for facilitating our participation in the 2009 NY State Employees Federal Appeal Campaign

Jen Ponponio for arranging the GCHS Alumni Softball Game

GC Middle School – Safe Sun Assembly

On May 21st, the last day of school before the Memorial Day break, sixth graders viewed “The Dark Side of the Sun”. This video created and produced by our foundation emphasizes the necessity of sun protection, dangers of tanning beds and the importance of mole identification. Jack Biggane spoke briefly about Mollie and her experiences at GC Middle and High School. Dr. Ted Daly, MD (Garden City Dermatology) reviewed with the students the importance of individual responsibility for preventing skin cancer. He engaged the students in a dialogue to help them have a sun healthy summer. The objective of this program is to practice safe. All students received a hat, self-check brochures and, Mrs. Lorraine Phillips, RN, GCMS nurse, sent a letter to the parents reiterating the precautions that were outlined in the Safe Sun Presentation.

Cablevision’s Neighborhood Journal Producer, Joseph Grisanti, covered this presentation. After producing this segment, we received the following communication from Joe. “...A week or so after we covered the event, I found a mole on my back. Since I was educated that day, I went to my dermatologist and got it checked out. It

turned out not to be cancer, but they informed me that I should come back right away because if left it could turn into melanoma. If I had never attended your presentation, I wouldn’t have gone in and got it

checked out and who knows what would have happened. I just truly want to thank you for educating me and the work that you do....”

Mrs. Kathy Adams, GC Parent, wrote the following unsolicited letter to the GC News, after the assembly. “...I would like to thank Mr. and Mrs. Biggane for the wonderful service and education they provide to our community. I have two daughters in the Middle School who attended an assembly given by the Bigganes regarding Melanoma awareness and prevention... ..As a result of this, my girls automatically reach for the sunscreen and don’t have to be encouraged to do so. In fact, now my daughters remind the rest of the family, extended family and friends to wear sunscreen. After the assembly the girls started to carry their own sun protection and make sure it’s always in the cars and on the table by the door. The Biggane message is visible about an invisible killer....”



Dr. Ted Daly

Jay Gallagher Memorial Lacrosse Tournament

On June 20th, and 21st, the Garden City Youth Lacrosse Program and the Jay Gallagher Memorial Foundation under the direction of Dr. Tony Randi hosted the Twelfth Annual Jay Gallagher Memorial Tournament. Jay Gallagher, GCHS and Cornell lacrosse defenseman and later coach, died in '92, at 39 of melanoma. Over 100 teams from the Northeast participated with over 4,000 players, coaches and parents attending games.

With a season marked with record rainfalls, the participants were able to play out their games on the high school, middle school and St. Paul’s fields. Our foundation was able to supply many of the tournament players with hats and sunscreen. Green re-usable grocery bags, with the message “Have You Checked Your Skin Lately?” were donated to attendees. Mollie’s Fund shares proceeds of this tournament with the Andy Fund and the Miracle Foundation.



Lt to Rt: Kelsey and Nora Winchurch distributing “Have You Checked Your Skin Lately?” reusable green bags

Golfer Mike Muehr's Survivor Story

"I played college golf at Duke University. I graduated in 1994 and then pursued a professional career for 9 years. I played all over the world; European Tour, the Nationwide Tour, and eventually the PGA Tour, where I played the 2000-2001 season. I was diagnosed with Melanoma in 2002, which was midway through my second season. My dermatologist removed a mole and didn't suspect anything. A week later she called me while I was at a Pro-Am event in Sacramento, CA. She told me it was malignant and that I needed to come home to have the margins removed and tested further. At the time, I knew very little about Melanoma. I thought they would remove some more of the mole, and I'd be back playing on the tour in a week or two. It turned out to be the end of my career. After twelve months of treatment, and due to the elevated risk of being

exposed to the sun, I decided that it wasn't worth the risk. This put an end to my golfing career. The doctors are 90% certain that it was caused by a severe sunburn that I experienced as a child.

As a Melanoma survivor, I would strongly recommend hats, sun block, and sunglasses every time you step in the sun. I especially recommend it for anyone who spends 4 to 5 hours on a golf course. It's an elevated risk that no one needs to take. Melanoma is the fastest growing cancer, and to expose yourself to the sun for long periods of time without reason is just crazy to me.

I would like to congratulate Jack and Maggie Biggane on their strong efforts in spreading the word for the last 10 years. It's a testament of their hard work and their efforts in bringing this cancer to the forefront in the minds of our youth all over America. Melanoma doesn't get the attention that it should, but they are a vital part in making sure that it does."

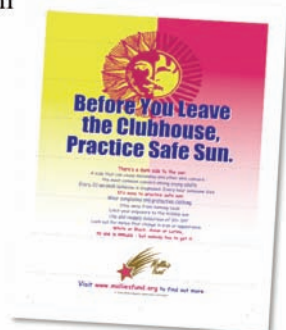


Mike Muehr

US OPEN GOLF CHAMPIONSHIP

The US Open Championship at Bethpage, NY, is one of the four major golf championships. **Through the support of MCS Advertising, our foundation secured a full page ad in the US Open Magazine. Over 100,000 attendees received this program.**

The same public service ad was featured in the June edition of the Met Golfer. The Met Golfer is the official publication of the Metropolitan Golf Association. This regional golf magazine directly reaches over 95,000 homes of avid golfers.



John Mundy addressing caddies

CADDY PROGRAM

John Mundy, a former Garden City Country Club caddy and melanoma survivor, presented a skin cancer program April 18th, the opening of the golf season, to caddies at the club. Caddies learned from John the importance of safe sun practices. The Mollie Biggane Melanoma Foundation provided caddies with sunscreen, educational materials and SunGuard, a fabric wash that adds SPF to clothing.

MOLLIE'S FUND ACTIVE IN NURSING COMMUNITY

The Dermatology Nurses Association at their 27th Annual Convention in San Francisco distributed to its members "The Dark Side of the Sun" and corresponding CD Teacher's Guide. Maryellen Maguire-Eisen, RN MSN, recommended to participants "that they show them in their waiting rooms and use them for teaching opportunities." At their summer conference, in Boston, July 31-Aug. 2, Mollie's Fund donated brochures to all participants. "On behalf of the Arizona School Nurse Consortium, I would like to thank the Mollie Biggane Melanoma Foundation for supplying our seminar attendees with this information to help educate students about skin cancer. This information will reach students across the state of Arizona." (Diana Walsh, President) On May 16th, our foundation supplied DVD/CD's, brochures, posters and re-usable green bags with "Have You Checked Your Skin Lately?" message to all participants.

MOLLIE'S FILM RECEIVES NATIONAL PRAISE

Beyond the over 100,000 copies of our educational film already distributed in the United States and Canada, our instructional materials, "The Dark Side of the Sun" and corresponding CD Teacher's Guide, (both educational materials aligned with national standards) continue to receive national attention. In Peoria, **ARIZONA** our resources will be received by over 13,000 students. "Thank you again for

providing us with these materials, especially in a state with one of the highest skin cancer rates." (Elizabeth Blake, Physical Education Liaison). Rene Schaffer, Health and Physical Education Specialist, for over 6,000 New Braunfels, **TEXAS** students, writes, "I am going to show it and require our teachers to incorporate it into their curriculum." From Maine Township High Schools (**ILLINOIS**), over 5,000 students will benefit from our donation.

"Thank you very much for all the wonderful melanoma and skin cancer materials you donated... we look forward to **FINALLY** providing a thorough program....: (Mike Godlewski, Dept. Chair, Physical Education and Health) Clark County School District, **NEBRASKA** Comprehensive Cancer Control Program with the support of the Centers for Disease Control and Prevention in an initiative to implement state-wide sun safety guidelines for the summer of '09, will be

using **OUR** materials to help educate lifeguards and other aquatic staff about potentially harmful effects of the sun. **NEVADA**, is the fifth largest school district in the United States servicing over 300,000 students. Vegas PBS Educational Media Services airs our DVD to **ALL** teachers and students. "Thank you for sharing your story with us and so generously offering the video and teaching resources to our teachers and students at no cost." Lynette Stevens, Coordinator III, Vegas PBS

Your generosity has also allowed us to:

- Continue to supply GC Pool members and visitors with sunscreen and educational materials
- Donate skin cancer and melanoma information to "How to Wear Your Genes" participants, Winthrop Hospital Community Outreach Program
- Support Glen Cove C.A.R.E.S.(Cancer Awareness Resource Education Source), with educational materials and sunscreen
- Distribute our self-check brochures and re-usable green bags with logo "Have You Checked Your Skin Lately?" to skin cancer/melanoma doctors' offices at Memorial Sloan-Kettering, NYU, Mt. Sinai, Robert Woods Johnson, as well as local dermatologists
- Donate our wallet-sized brochures as an educational tool for New Jersey's tri-county (Salem, Cumberland and Gloucester) area's South Jersey Healthcare system
- Participate in the 7th Annual Health & Wellness Fair at Farmingdale State College
- Contribute educational materials to the Student Health & Counseling Center of C.W. Post
- Supply sunscreen and educational materials to Nassau University Medical Center's NY Health Fair for uninsured people "Do It for Someone You Love"
- Support Winthrop University Hospital's Community Outreach Program, "Diga Si Buena Saluda" (Say Yes to Good Health) by providing attendees with our Spanish version of our brochure, "Have You Checked Your Skin Lately?"
- Continuing our initiative with the rowing community, Mollie's Fund was able to supply sunscreen and educational materials to all participants of the Florida Scholastic Rowing Association State Championship Regatta, April 25, 26 Regatta.
- Donate instructional materials to attendees of the Eighth Annual "Partnerships in Health Conference", Adelphi University Outreach Program

SEPTEMBER 21, 2009 AT GARDEN CITY COUNTRY CLUB



SAVE THE DATE



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