

FOR IMMEDIATE RELEASE

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**LOCAL DERMATOLOGISTS OFFER FREE SKIN CANCER SCREENINGS
TO HELP RAISE AWARENESS ABOUT RISE IN SKIN CANCER**

(February 11, 2009, Chevy Chase, MD) As part of the American Academy of Dermatology's (AAD) national skin cancer screening program, Board-Certified dermatologists at Dr. Eric Finzi & Associates in Chevy Chase, Maryland, are offering the general public free monthly skin cancer screenings to help save lives and raise awareness about the growing incidence of skin cancer. The first screening will take place on Thursday, February 26th from 1pm to 4pm at Chevy Chase Cosmetic Center, 8401 Connecticut Avenue, Suite 210, in Chevy Chase, Maryland. A limited number of appointments are available to the public by calling 240-482-2555.

According to the AAD, more than 1 million cases of skin cancer will be diagnosed in the United States this year, making skin cancer the most common cancer in this country. Current estimates are that 1 in 5 Americans will develop skin cancer in their lifetime. One American dies of melanoma almost every hour (every 62 minutes). With early stage detection and treatment, skin cancer is 95% curable. Melanoma is increasing faster in females 15-29 years old than males in the same age group. In females 15-29 years old, the torso is the most common location for developing melanoma which may be due to high-risk tanning behaviors.

Since the program's inception in 1985, AAD members have conducted almost 2 million screenings and detected more than 180,170 suspicious lesions, including approximately 21,000 suspected melanomas.

All screenings are free of charge and will be conducted by Board-Certified Dermatologists Eric Finzi, MD, PhD, Angela Lotsikas, MD, Mana Ogholikhan, MD, and Allison Wagner, Physician Assistant.

Additional skin cancer screenings and awareness programs will take place:

Monday, March 16th from 2pm to 5pm at Chevy Chase Cosmetic Center

Thursday, March 19th from 1 pm to 4pm at Chevy Chase Cosmetic Center

Saturday, May 2nd from 11am – 4pm at Celebrate Mama festival in Bethesda Row, Bethesda, Maryland

Editorial Note: May is National Skin Cancer Awareness Month. Dr. Eric Finzi and Associates will conduct additional skin cancer screenings in May, dates tbd.

For more information about skin cancer go to www.aad.org and information about the doctors and practice, go to www.drfinzi.com

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