



FOR IMMEDIATE RELEASE

**MELANOMA RESEARCH ALLIANCE SAYS NEW LAW  
A STEP TO DETER INDOOR TANNING**

Washington, D.C., July 1, 2010 – Use of indoor tanning devices is a known and significant health threat, proven to dramatically increase risk of deadly skin cancer, and the newly instituted tax on indoor services should help to deter their use, Wendy K.D. Selig, President and CEO of the Melanoma Research Alliance (MRA) said today.

Research by foremost scientific authorities has clearly established a relationship between indoor tanning and risk of melanoma. Studies have shown that those who have used tanning beds have a 75% increased risk of melanoma.<sup>1,2</sup> Ultraviolet radiation is a known human carcinogen and the primary environmental risk factor for melanoma.

In addition to finding and funding cutting-edge research worldwide, MRA supports efforts to curb the use of UV-emitting devices. MRA has urged the U.S. Food and Drug Administration (FDA) to strengthen its regulation of these devices and supports efforts by states to ban the use of indoor tanning by minors.

Melanoma is an insidious disease, whose incidence is rising dramatically and which has become the most common cancer in U.S. women ages 25-29. It has the ability to spread widely to other parts of the body and once that occurs, there are few effective treatments and prognosis is usually grim. While early stage melanoma is greater than 90 percent curable with surgery, patients with disseminated Stage IV melanoma have a median life expectancy of less than one year. Almost 70,000 new cases of melanoma diagnoses and 9,000 deaths (one every hour) were estimated in the U.S. in 2009.

“Tanning salons pose a significant health danger, and their inherent risks need to be more broadly addressed. We need to do more to raise public awareness of the dangers of indoor tanning and deter its use. This is especially important for young people, who have been targeted aggressively by the tanning industry,” said Ms. Selig.

MRA is a public charity dedicated to accelerating the pace of scientific discovery and its translation in order to eliminate suffering and death due to melanoma, the deadliest of skin cancers. Since its inception in 2007, MRA has awarded nearly \$17 million to cutting edge research worldwide.

<sup>1</sup>The International Agency for Research on Cancer, one of the world’s leading scientific authority on carcinogens, and the International Journal of Cancer 2006.

### **About the Melanoma Research Alliance**

The Melanoma Research Alliance is a public charity formed under the auspices of the Milken Institute, with the initial 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 issues leading to better treatments and a cure for patients with melanoma. For more information, please visit: [www.melanomaresearchalliance.org](http://www.melanomaresearchalliance.org).

For more information, contact:

Anreder & Company

212-532-3232

Steven S. Anreder

[steven.anreder@anreder.com](mailto:steven.anreder@anreder.com)

Cristina Bacon

[cristina.bacon@anreder.com](mailto:cristina.bacon@anreder.com)

Michael Shallo

[michael.shallo@anreder.com](mailto:michael.shallo@anreder.com)