



Dear Public Service Director,

Skin cancer is the most prevalent cancer in America, but it is also one of the most curable if detected and treated early. It develops when unchecked DNA damage triggers cells to grow uncontrollably and form cancerous tumors. DNA damage to skin cells is most commonly caused by intense intermittent or cumulative sustained exposure to UV radiation from the sun and from tanning beds. Melanoma is the most aggressive type of skin cancer, spreading rapidly to other organs if not treated quickly.

As a sophomore in college, Mollie Biggane discovered a mole on the back of her thigh. After 6 months of surgeries and several rounds of radiation and chemotherapy, Mollie lost her battle to melanoma. Mollie's Fund was created in Mollie's memory, to prevent other families from losing a loved one to this tragic disease. For over 20 years, Mollie's Fund has been at the forefront of melanoma awareness and making a difference in melanoma education – partnering with esteemed healthcare providers and medical institutions to educate all ages on the importance of sun safety, provide free skin cancer screenings, and connect patients to the latest treatment innovations and compassionate support.

We hope that you will help inform your audience about the importance of skin cancer safety by airing our latest PSAs. **"You Are My Sunshine" (:30)** uses the song of the same name to show the dangers of melanoma. **"Protecting Yourself from the Sun is a SNAP" (:30)** features children demonstrating the easy ways we can protect ourselves from the sun rays. Lastly, the PSA **"Mister Sun" (:60)** warns about sun burns and skin cancer risks. The PSAs encourage viewers to visit [molliesfund.org](http://molliesfund.org) to learn more about skin cancer prevention. We hope you will help us share these important messages, which have **no end date for use**, with your viewers by airing these PSAs as soon and as often as possible.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: [stomas@c360m.com](mailto:stomas@c360m.com); ph: 212-624-9187) or Meredith Smulian Kaim (email: [meredith@MediaArtiste.com](mailto:meredith@MediaArtiste.com)).

Thank you in advance for your support and consideration.

Sincerely,

Jack and Maggie Biggane  
Founders, Mollie's Fund