

Melanoma Facts

- Skin cancer is the most common form of cancer in the United States.
- Every hour of every day, someone dies of melanoma in the U.S.
- Melanoma is one of the fastest growing cancers in the United States and Worldwide.
- It is the most common cancer in young adults between 20-30 years old and is the *primary* cause of cancer death in women between 25-30 years old.
- It is also the #2 cause of cancer death (after breast cancer) in women ages 30-35.
- Melanoma strikes people of all ages (including children), all races, all economic levels and both sexes.
- When melanoma is found early, there is almost a 100% survival rate; when melanoma reaches Stage IV, the median life expectancy is 6 months.

Awareness Matters

- The majority of melanoma is caused by exposure to UV light and sunlight.
- Unlike many other cancers, skin cancer and melanomas are visible on the skin, making it easier to detect in the early stages. Most melanoma can be cured if detected early.
- The general population is encouraged to check all areas of their skin, looking for new spots or changes in existing spots in terms of color, size or shape.
- The best way to prevent skin cancer is protecting yourself from the sun:
 - Seek shade and cover up with clothing & hat
 - Avoid excessive sun exposure & sun burning
 - Apply sunscreen with SPF 15 or higher, both UVA & UVB protection



There is an urgent need to improve the diagnosis and treatment of melanoma - **Support Melanoma Research!**

www.melanoma.org
www.blockthesunrun.com

Please Join Us In Thanking Our 2011 Major Sponsors

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For more information on sponsorship opportunities or to volunteer, please contact us at:

info@blockthesunrun.com
 (608) 253-4023

5th Annual

BLOCK THE SUN RUN

**MILES FOR MELANOMA
5K RUN/3K WALK**

Saturday, June 18, 2011

Spring Brook Resort
242 Lake Shore Drive
Wisconsin Dells, WI

8:30 a.m.
Rain or Shine
(registration starts at 7:00 a.m.)

Chip Timing!

Join us for a fun,
family-friendly event
and help fight melanoma
one step at a time!

www.blockthesunrun.com

2011 Race and Event Information - June 18, 2011

This is a family-friendly event with two different activities:

- **5K Timed Run** (No Strollers, please)
- **3K Walk** (Non-competitive, non-timed, strollers welcome)

Awards: Given to the overall top female and male. Individual awards also given to the top 3 female and top 3 male finishers in each age group.

Chip timing is going to be used to ensure accurate results.

Groups: 10 & under, 11-12, 13-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-59, 60+ **NEW! Ribbons to all kids 12 & under.**

Course: The course is a scenic route through and around Spring Brook Resort and along rural country roads, with little traffic and no double-laps.

Proceeds: This race is coordinated in partnership with the Melanoma Research Foundation. Every dollar will go directly to fund melanoma research.

Great Prizes for the **Top 5** Pledge Collectors! **Download a pledge form at blockthesunrun.com**

BTSR Event Schedule:

7:00 - 8:15 a.m. Race Registration
 8:30 a.m. Both Events Begin
 9:30 a.m. - Noon Post-Run Festivities including music, food, beverages, silent auction, guest speakers, raffles and awards.

Overnight Accommodations: Special rates have been set up at the following Dells area resorts:

Spring Brook Resort. Privately-owned vacation home rentals that can sleep multiple families. **1-877-228-8686 • www.spring-brook.com**
Mention Block The Sun Run for a special rate.

Wilderness Resort. Dbl queen rooms w/ waterpark access for Friday 6/18 for just \$150. Must reserve by May 18, 2010. **Call 1-800-867-9453 - Must use code: 881469. www.wildernessresort.com**

Best Western. Double queen rooms for Friday 6/17 for \$68. Must reserve by 5/25. **Call 608-254-4477, mention Block The Sun Run.**

Block the Sun Run/Miles for Melanoma • In Memory of Aaron Anchor

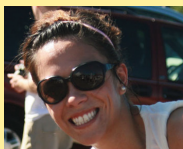
Block The Sun Run was started in 2007 in memory of Aaron Anchor, a local Wisconsin Dells resident. Aaron died of metastatic melanoma in August 2002, 15 years after having melanoma removed from his scalp.

The return of Aaron's melanoma after 15 years was shocking and devastating. Unfortunately, many people are diagnosed with advanced stages—lymph node involvement and

even more—before they notice skin changes. **After all, melanoma is more than skin cancer.** There is both **hope and treatment** if melanoma is found early, so please join in the cause as we fight to save other families from the fear, anxiety and devastating loss created by this terrible disease.



BTSR 2011 Honorary Melanoma Survivor • Asherrie Opperman



Each year, we've been overwhelmed with the support of other families in the melanoma community, so we again are partnering with another family that has been touched by melanoma. Meet Asherrie Opperman, a courageous young woman who battled Stage IV melanoma at the age of 15. Here is her incredible story:

In October of 2000, at the age of 15, I noticed a lump on my right calf that looked like a wart. After a couple of weeks with no change in the lump, I went to the doctor's office and they burnt it off without giving it another thought.

Three months later, this "wart" returned and was now even larger. I went to a new doctor for a second look, and this time they cut into my leg to remove the lump and sent it in for a biopsy, assuring me it wasn't anything to worry about. Two weeks later, we were given the news that would forever change our lives. I had been diagnosed with Stage 4 Melanoma, with a tumor that was 7.0 mm in size.

When my parents told me I had melanoma, I really didn't understand. I was born in Hawaii, and spent several years in California before we moved to Wisconsin. I was very healthy and active in sports, and hadn't been sunburned a day in my life.

I had my first CT scan the next day, and the doctors warned my parents that with a tumor this large, things didn't look good. At UW I had surgery to remove more tissue around my tumor, a sentinel node biopsy and a PET scan. We found out that the melanoma had spread to the lymph nodes in my groin, so I had another surgery to remove all the lymph nodes in my right groin.

I can remember sitting in the hospital room as the doctors discussed my outlook while we discussed treatment options. 23% stood out the most – they were only giving me a 23% chance at seeing my 16th birthday, and if I was lucky enough to make it to 16, then only a 43% chance of being 20. I distinctly remember the following thoughts running through my head during this session: *I have cancer, it doesn't have me.*

They suggested I start interferon, the only treatment then approved by the FDA for melanoma. It was described as a year long process during which I'd feel like I had the flu. And, they couldn't say for certain if it would significantly help my survival odds.

My family and I all agreed this was not the route I should take. We started researching other options, and came across a clinical trial being set up at Lutheran General in Park Ridge, IL. The first time I met Dr. Richards, he grabbed me by the hand and asked if I was ready to beat this. I knew right away this was the right doctor. I wasn't 18, so it was a process to get approved before I could enroll in the trial. For four months the hospital became my second home. In October 2001, I had the first clear CT scan since my diagnosis. Six months later, another CT scan, same result. Every year that followed, my CT scan has showed no cancer. Last year, I celebrated 10 years free of cancer.

Join our families as we increase awareness and raise money for new research. I am living proof that it really matters and together, we can save even more lives!



BLOCK THE SUN RUN 2011 REGISTRATION (or register online at active.com)

Pre-registration Deadline: June 10, 2011

Last Name: _____

Address: _____ City/State/Zip: _____

Evening Phone: _____ Email Address: _____

Age: _____ Sex: M F Please Circle Event: 5K Race 3K Walk T-shirt Size*: YS YM YL M L XL XXL

Cost: Adults \$20 on/before June 10, 2011; \$25 after June 10
 Ages 7-14 \$10
 Ages 6 & Under Free

Registration Amount included: _____

Additional Donation: _____

Total Amount Enclosed: _____

*T-shirts Guaranteed To Pre-Registrants Only

Signature Required:

In consideration of your accepting this entry, I the signee, intending to be legally bound, hereby, for myself, my heirs, executors, and administrators, waive and release any and all rights and claims for damages I may have against the Block The Sun Run/Walk, or their sponsors, officials, workers, representatives, successors, assigns, for any and all injuries suffered by me in this event. I also give event planners and organizers the right to use my photograph for any marketing purposes in subsequent years and make no claims for rights, fees or royalties.

Signature of Participant (Parent or Guardian if Under 18): _____

Make checks payable to: Melanoma Research Foundation

Mail payment to: Julie McCormick,
 114 W. Lafflin Ave, Waukesha, WI 53186

All proceeds from Block The Sun Run directly benefit the Melanoma Research Foundation