

FOR IMMEDIATE RELEASE

Contact:

Mark Wishner

President

858-794-5457

mwishner@sunsafetee.org

The Sun SafeTee Program Granted 501(c)(3) Status

Del Mar, CA, June 30, 2009 --The Sun SafeTee Program, a sun protection education and skin cancer awareness program for golfers, announced it has received a Letter of Determination from the IRS granting it 501(c)(3) tax exempt status. The IRS also classified the organization as a public charity. Among the many benefits, such as applying for grants, receiving services and discounts from numerous organizations, U.S. donors can enjoy tax advantages from supporting The Sun SafeTee Program.

The Sun SafeTee Program was developed based upon the absence of any formal programs to educate golfers on how to protect themselves in the sun. The incidence of skin cancer continues to rise in the United States and golfers are at an increased risk of developing sun damage and skin cancer due to the extensive amounts of time they spend in the sun.

Mark Wishner, President and founder of The Sun SafeTee Program said, "Receiving 501(c)(3) status was critical for our development as it provides the possibility for others to contribute to our work, and to help us deliver this important message. We look forward to developing relationships with corporate sponsors and individual donors". Wishner added, "Our goal is to expand the Sun SafeTee Program beyond its current regional coverage in Southern California and to go nationwide. Funding as a result of the 501(c)(3) status should help us do that."

By educating the golf community on how to protect themselves (and their loved ones) from blistering sunburns, dehydration, and permanently damaging their skin, the program helps people reduce the risks that can lead to morbidity and mortality. The goal of The Sun SafeTee program is "To help golfers enjoy a lifetime of healthy golf".

About The Sun SafeTee Program:

The Sun SafeTee Program (www.sunsafetee.org) is a 501(c)(3) public benefit, non-profit organization, developed to teach sun protection strategies and to provide opportunities for the early detection of skin cancer to the golf community. For more information, go to (www.sunsafetee.org) or contact mwishner@sunsafetee.org.

###