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To: All Major Media
From: Sun Safe Tee Program
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**Sun SafeTee Program Receives Endorsement from
Legendary PGA Golf Instructor Jim Hardy**

Organization Educates Golfers how to Avoid Skin Cancer through Proper Sun Protection

SAN DIEGO, CA- *The Sun SafeTee Program*, a sun protection education and skin cancer awareness program for the golf community, announced that it has received an endorsement from Jim Hardy, a premier and highly respected PGA golf instructor within the game.

“For too long the golf world has ignored the issue of sun protection and skin cancer awareness,” stated Hardy. “It is important for us as golf instructors to not only help golfers improve their game but we also need to learn the ins and outs of sun protection and skin cancer prevention so that we can pass it along to our students as well.” Hardy went on to say, “The *Sun SafeTee Program* is a valuable and important service to the golf community, and I am behind this 100%.”

Mark Wishner, the founder and president of the *Sun SafeTee Program* said, “We are extremely pleased that Jim Hardy, a true icon in the world of golf, is also supporting Sun SafeTee”. “We feel that Jim’s endorsement is a seal of approval and lets others within the golf industry know that sun protection is an important subject, especially for PGA and LPGA teaching professionals who are in contact with golf enthusiasts on a daily basis.”

Jim Hardy is the author of “The Plane Truth for Golfers” a world-wide best selling instructional book. Hardy’s philosophies and analysis have revolutionized how people look at the golf swing as well as how it is taught. A thirty-nine year career veteran in the world of professional golf, Hardy’s teaching prowess has earned him the coveted honor as 2007 PGA National Teacher of the Year. Additionally, he has earned special recognition as a “Top 100 Teacher” by *Golf Magazine* and his name has graced the list of “America’s 50 Greatest Teachers” by *Golf Digest*.

The *Sun SafeTee Program* is a 501(c) (3) non-profit sun protection education and skin cancer awareness program designed specifically for the golf community. The program provides educational seminars to golf professionals and the public, distributes sun protection information and sunscreen samples at various golf events.

The goal of the *Sun SafeTee Program* is for golfers to enjoy a lifetime of healthy golf. For more information about the program visit: <http://www.sunsafetee.org/> or contact Mark Wishner at mwishner@sunsafetee.org .

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