

For Immediate Release: Wednesday, June 24, 2010

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## David Leadbetter Named Spokesperson for Sun Safe Tee Program

SAN DIEGO- CA -- World renowned golf instructor David Leadbetter has agreed to be the spokesperson for Sun Safe Tee, a non-profit sun protection and skin cancer awareness program designed specifically for the golf community.

Leadbetter, who is widely regarded as golf's top instructor and the "man who invented the golf instruction industry," has been outspoken on the dangers of skin cancer since his father succumbed to melanoma in 1998. His signature wide brimmed hat is part of Leadbetter's "three P's" against sun damage for golfers and other outdoor enthusiast - Protect, Prevent and Preserve."

"Approximately one American dies from malignant skin cancer every hour," says Sun Safe Tee founder Mark Wishner. "Fortunately, most skin cancers, including melanoma can be cured if detected early. "David, whose life has been touched by the deadly reality of skin cancer, is the perfect person to help educate the golfing community about the need for regular exams and appropriate sun protection. After all, what golfer doesn't listen to David Leadbetter," adds Wishner.

"I've always understood the importance of protecting oneself from the dangers of sun exposure. Whether you make your living outdoors on a golf course or spend just a few hours in the sun during an occasional weekend round of golf, it is important to understand the measures you need to take to protect yourself," said David Leadbetter. "I hope to be able to spread that message to golfers all over the world through my association with the Sun Safe Tee Program."

In addition to promoting skin cancer awareness and protection during his travels while working with PGA Tour, European PGA Tour, LPGA and Champion Tour players, Leadbetter will incorporate the Sun Safe Tee Program into the 28 David Leadbetter Golf Academies located in 13 countries around the world.

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The Sun Safe Tee Program is a 501(c)(3) non-profit sun protection 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 organization focuses on Junior and Collegiate golfers and is a partner with The Golf Coaches Association of America and The National Golf Coaches Association.