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**2008 Olympic Sailor to Serve as Spokesperson for the Melanoma Research Foundation**

*The Melanoma Research Foundation today announced John Dane III, a member of the 2008 U.S. Olympic Sailing Team, will serve as a national spokesperson for the organization.*

/24-7PressRelease/ - HILLSBOROUGH, NJ, April 23, 2008 - The Melanoma Research Foundation (MRF), the largest private, national organization devoted to melanoma in the United States, today announced John Dane III, a member of the 2008 U.S. Olympic Sailing Team, will serve as a national spokesperson for the organization, promoting melanoma awareness, prevention and early detection.

A life-long sailor, Dane's Olympic pursuit began in 1968 when he sailed his first Olympic Trials. He tried to make the U.S. Olympic Team seven times. After nearly 40 years, Dane has achieved his dream of winning the U.S. Olympic Sailing Trials in the Men's Keelboat discipline. He will be competing in the sailing portion of the 2008 Olympics in Qingdao, China from Aug. 8-24, 2008.

Dane began his career at Halter Marine Group in 1974 as a program manager, and in 1988 founded Trinity Yachts as a division of the Trinity Marine Group. Today, Dane, 57, is President and CEO of Trinity Yachts, one of the world's leading builders of mega-yachts, and majority owner of United States Marine, Inc., which builds high-tech patrol boats for the U.S. Navy and other navies around the world.

"We are grateful for John's commitment to melanoma awareness and hope our partnership will raise the profile of this serious disease," said Linda Pilkington, Executive Director, Melanoma Research Foundation. "There is a strong need for increased melanoma research to find effective treatments and eventually a cure for melanoma, and we hope John's efforts will help make a difference by supporting world-class research."

Melanoma, the most serious type of skin cancer, is one of the fastest growing cancers in the U.S., and can strike people of all ages, all races and both sexes. One in 50 people have a lifetime risk of developing melanoma. In fact, in 2008, more than 62,000 Americans are expected to be diagnosed with invasive melanoma, resulting in an estimated 8,400 deaths. The MRF, committed to the support of medical research in finding effective treatments and eventually a cure for melanoma, educates patients and physicians about prevention, diagnosis and treatment of melanoma. The MRF also acts as an advocate for the melanoma community to raise awareness of this disease and the need for a cure.

"The best way to prevent melanoma is to protect yourself from the sun," said Dane. "As a sailor who spends a lot of time in the sun, I know the importance of wearing sunscreen with a high SPF and to re-apply every two hours. I'm thrilled to be part of the MRF's efforts to educate others about prevention and the importance of research."

For more information about melanoma or the MRF, please visit [www.melanoma.org](http://www.melanoma.org).

**About the Melanoma Research Foundation**

The Melanoma Research Foundation is the largest private, national organization devoted to melanoma in the United States. The Foundation is committed to the support of medical research in finding effective treatments and eventually a cure for melanoma. The Foundation also educates patients and physicians about prevention, diagnosis and treatment of melanoma, while acting as an advocate for the melanoma community to raise awareness of this disease and the need for a cure. The MRF Web site is the premiere source for melanoma information seekers. More information is available at [www.melanoma.org](http://www.melanoma.org).