



FOR IMMEDIATE RELEASE

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**5W PUBLIC RELATIONS PRESENTS THE 2008 BODY BEAUTIFUL MEDIA SYMPOSIUM
BENEFITING THE SKIN CANCER FOUNDATION**

Exclusive educational portal to highlight top beauty and wellness corporations committed to making a difference

NEW YORK, NY – April 4, 2008 –5W Public Relations will host the 2008 Body Beautiful Media Symposium, an educational conference for media and industry insiders in the beauty and wellness world and will be highlighting The Skin Cancer Foundation’s first public awareness campaign, “Go With Your Own Glow.”

On Earth Day, April 22nd, brands including Clarins, Physicians Formula, Bliss, La Prairie, Ahava, Cargo, Ted Gibson, June Jacobs, 3Lab and Conair will come together at Providence on West 57th Street to showcase new initiatives as part of an industry-wide movement to become more socially and environmentally conscious.

Additionally, the event will present The Skin Cancer Foundation’s “Go With Your Own Glow” campaign which highlights how tanning as a lifestyle is over. It features skin wisdom from Coco Chanel, *O, The Oprah Magazine* Beauty Director Valerie Monroe and *More Beauty* Director Lois Joy Johnson. To support this initiative, an exclusive collection of four innovative products called “Body Beautiful Care” will be offered at an exclusive price with all proceeds benefiting The Skin Cancer Foundation.

“This is the ideal venue for us to feature our Glow campaign,” said Perry Robins, MD, President, The Skin Cancer Foundation. “This is the very audience we need to help us spread the word about the campaign. We truly appreciate 5W’s support and that of the companies that are participating in the event.”

“5W is proud to host this essential initiative to change the way people think. Movements begin within an industry, which is why we’re providing these primary circles with education that’s essential to making a difference,” says Ronn Torossian, 5W Public Relations Founder, President and CEO. “We are thrilled to support The Skin Cancer Foundation and promote such a significant cause.”

The Body Beautiful Symposium is being held on Earth Day, Tuesday, April 22nd from 10 a.m. to 2 p.m. at Providence, located at 311 West 57th Street, across from the Hearst Tower and near the Time Warner Center. Features include editorial previews from top wellness & beauty brands including, La Prairie & the Ritz Carlton Spa, Ahava, AB Skincare, Hint, the Pritikin Longevity Center & Spa, Kopali, ChefsDiet, Bliss, Kerstin Florian, 3Lab, Clarins & MyBlend, Dermalastyl, Ted Gibson, June Jacobs, Bright Eyes, Solerra Sunless Tanning, Boku, Dr. Kevin Tehrani, Dr. Keith Ablow, Cargo Cosmetics, Conair, Peter Thomas Roth, Demeter Fragrances, Yum Skincare, Tocca and Physicians Formula. Visit www.5wpr.com/BodyBeautifulMedia.cfm <<http://www.5wpr.com/BodyBeautifulMedia.cfm>> for more information.

ABOUT THE SKIN CANCER FOUNDATION

The first organization in the U.S committed to educating the public and medical professionals about sun safety, The Skin Cancer Foundation is still the only global organization solely devoted to the prevention, detection and treatment of skin cancer. The mission of the Foundation is to decrease the incidence of skin

cancer through public and professional education and research. For more information, visit www.skincancer.org <<http://www.skincancer.org/>> .

ABOUT “GO WITH YOUR OWN GLOW”

“Go with Your Own Glow” is the Skin Cancer Foundation’s first nationwide public awareness campaign to launch in May 2008. The campaign will empower people of all skin tones to be comfortable “in their own skin” and encourage luminous, radiant skin as the new beauty and fashion ideal. Tanning as a lifestyle is over. With one in 5 Americans to develop skin cancer in their lifetime, the campaign hopes to eradicate this alarming statistic.

ABOUT 5W PUBLIC RELATIONS

5W Public Relations (www.5wpr.com <<http://www.5wpr.com/>>), the nation’s fastest growing PR firm for three years (2004-2006), maintains practice areas specializing in technology, corporate, consumer, entertainment, crisis communications, event management and public affairs. Headquartered in New York with an office in Los Angeles, the firm is known for implementing creative and customized media programs designed to impact a client’s specific business goals and objectives. Its energetic, fast-paced and focused culture earned the firm a spot on the INC. 500 list in 2007. 5W Public Relations is described by a leading PR trade magazine as “aggressive in a way that clearly resonates with clients looking for a firm staffed with type A-plus personalities, a BS-free approach, and results from Day One.” The agency boasts a diversified client portfolio second to none, including: Evian Natural Spring Water; Ahava Skin Care; Gen Art; The Pritikin Longevity Center & Spa; IHOP; Anheuser- Busch; NICE Systems; Phillips-Van Heusen; Urban Retail Properties; Patina Restaurant Group; Lifestyles; The Ice Rink at Rockefeller Center; Avenue Stores; The Loews Regency; Vail Resorts; Weatherproof Garment Company; Philippe Chow; a plethora of publicly traded technology companies; a variety of other global interests, national corporations, high-profile individuals, regional businesses, government agencies and academic institutions.

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