

IMPACT MELANOMA

We've got an idea, and it involves all of you, our loyal family, friends, volunteers, advocates, and beyond! As you likely know, our annual Shades of Hope Gala is quickly approaching on Friday, November 12. We recently made the decision to once again host this year's event virtually to help keep everyone healthy and safe.

This year's Gala will be hosted **virtually** with award-winning journalist Nicole Estaphan of Boston's WCVB Channel 5's *Chronicle*.

We've also enlisted the masterful force of magician [Colin Cloud of America's Got Talent](#). And don't miss the musical prowess of California Southern University Fullerton's chorus singing The Lovin' Spoonful's "Do You Believe in Magic."

We're reaching out to all of you today to become an [Ambassador](#) of our event. Tickets are \$50 per household. To help us spread the word about the Gala and earn a complimentary ticket, please consider becoming an [Ambassador](#)! By signing on as an [Ambassador](#) of this year's Shades of Hope Gala, you'll be met with the goal of reaching out to your network and selling a minimum of 10 tickets amongst your peers in exchange for your own admission.

Why this year's Gala (and your help) is so important: Let's start with the obvious: **Melanoma does NOT take a break in a time of pandemic...**

- While we are all supporting enjoying the outdoors during these challenging times, our data shows up to a 60% decrease in sunscreen use.
- Regular skin cancer and melanoma messages have been more difficult to get out to kids in schools and colleges due to the change in learning habits/tactics during these times.
- Melanoma patients have been feeling increased stress about not being able to access medical care.
- Along those lines, regular skin checks from trusted dermatologists have been placed on pause due to a fear of leaving the house for medical care/maintenance.

This is a public health alert! Wear a mask, wash your hands, and wear sunscreen.

The Gala is Virtual, the IMPACT is real. WE need YOU to become an [Ambassador](#) today! On top of earning your admission, you'll be in line for some great additional giveaways.

Prizes for the top 3 Ambassadors with most sales:

1. \$250 Visa Gift Card
2. \$100 Visa Gift Card
3. \$50 Visa Gift Card

This year's theme is, "Do you believe in magic," and, the short answer for us is, yes, yes we do. And we could use a little magic from you to help us make this year's Gala a great success. Let's do this!

Please contact info@impactmelanoma.org with any questions, sign up today to become an [Ambassador](#).

Sincerely,
Team IMPACT Melanoma