



Presented by **RITE AID** PHARMACY

The Skin Cancer Foundation's Road to Healthy Skin Tour 2013 Final Report

Media Impressions

2013 RESULTS

Broadcast:	1,256,664
Print:	8,926,350
Web:	295,372,120
Radio:	188,000
TOTAL:	305,943,134

Web Page Views on skincancer.org

2013 RESULTS

All skincancer.org	6,123,292
All tour pages	30,385
Schedule pages:	
Search by date	7,902
Search by state	2,191

In 2013, 70 dermatologists in 13 states participated



2013 Screening Findings

State	# of Screening Events	Estimated Attendance	# of Exams	AK	BCC	SCC	Melanoma
Alabama	1 screening event	50	43	13	3	4	0
California	11 screening events	480	406	127	38	18	5
Colorado	4 screening events	225	192	63	27	5	4
Connecticut	1 screening event	60	47	9	0	2	0
Georgia	3 screening events	120	110	24	5	7	0
Kentucky	2 screening events	90	86	16	13	2	4
Missouri	1 screening event	100	86	5	2	1	0
North Carolina	3 screening events	135	103	22	5	1	0
New Jersey	7 screening events	235	168	19	14	0	2
New York	2 screening events	90	76	20	6	4	4
Ohio	6 screening events	205	156	60	16	10	4
Pennsylvania	6 screening events	265	194	81	18	16	4
Tennessee	6 screening events	255	230	58	20	5	2
13 States	53 Screening Events	2,310	1,897	517	167	75	29

For comparison here are the statistics from previous tours

2012 Totals	78 Screening Events	4,330	3,051	1,177	348	95	56
2011 Totals	81 Screening Events	4,500	3,097	1,071	322	103	40
2010 Totals	84 Screening Events	6,775	3,551	1,004	396	173	83
2009 Totals	84 Screening Events	27,380*	3,449	661	350	113	77
2008 Totals	81 Screening Events	6,959	3,097	537	224	76	39

GRAND TOTALS: 461 Screening Events 52,254* 18,142 4,967 1,807 635 324

This is a fantastic program I am so excited that little old Greensboro was lucky enough to have you.

Participant at the Greensboro, NC event

Note: All findings are suspected, but not confirmed

*2009 attendance includes 15,000 from the Texas Balloon Festival

