

For Immediate Release
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The Pale Girl Challenge: Do You Have What It Takes To Fake the Bake?

Summer is the time when everyone loves to show a little more skin and have some well-deserved fun in the sun, but there can be consequences to being too carefree – particularly for the pale and sunburn-prone. In response, Surviving Skin, a local skin cancer awareness organization, is launching a new campaign called “The Pale Girl Challenge.” Surviving Skin is urging women (fair-skinned or otherwise) to upload “before and after” photos to their Facebook page demonstrating how they achieved a “sun-kissed glow.” The catch? The “after” shot must be achieved with makeup only.

“We’re hoping to show women that there is really no reason to harm their skin through tanning,” says Surviving Skin founder Meghan Rothschild, a fair-skinned redhead whose battle with melanoma began in her early 20s, after a two-year tanning bed habit. “This campaign will prove to women that we can all achieve a ‘glow’ with simple makeup techniques, while keeping our skin healthy and beautiful.”

Assisting with the challenge is professional makeup artist Liz Washer. She specializes in beauty for the commercial print and the video industry and works with dozens of brides and other personal clients annually. She will serve as a resource for the Challenge and is available to answer questions about “faking the bake” without looking orange, streaky or dirty.

"As a fellow pale gal who spent too many childhood summers turning an unpleasant shade of blotchy crimson, I am thrilled to team up with Surviving Skin," said Liz Washer. "There are so many products and techniques available to get the sun-kissed look without risking one's health!"

Melanoma is described as the “young person’s” disease, and is also very preventable. In offering this challenge, Surviving Skin hopes to raise awareness of prevention techniques and prove that a healthy summer glow can be achieved without first suffering through a bad burn at the beach.

To submit entries to the challenge, go to facebook.com/SurvivingSkin.org and join the Surviving Skin: Pale Girl Challenge event page. All entries will be entered for a chance to win a Surviving Skin t-shirt and a custom color product kit from Fortunate Face Minerals. Submit video or pictures proving how good a faux tan can look. Entries from women of all skin tones are welcome and must be submitted before September 1st, 2011. For more information, please contact Meghan Rothschild.

About Surviving Skin

Surviving Skin (www.SurvivingSkin.org) was founded by Meghan Rothschild, two years ago in efforts to educate people about the dangers of melanoma. Traveling the New England states, Rothschild is committed to educating anyone who will listen about this deadly, yet easily preventable disease. A six year survivor herself, Rothschild lived through stage two melanoma, after experiencing a horrific surgery that left her missing 8 lymph nodes and a large area of skin on her stomach. Rothschild can be contacted at MRothschild@SurvivingSkin.org or 413-218-4994.

About Liz Washer

Recognized for her natural touch and eye for color, Liz has been a fixture behind the scenes at shoots and events since 2005. She specializes in beauty for the commercial print and video industry, and is an accomplished bridal artist. Proficient at HD makeup application (including airbrush), her credits include *Kontrol Magazine*, *T&M Magazine*, Jackson & Connor, Boutique Week, Serene Comfort, and the Hallmark Institute of Photography. Liz lives in Northampton, Massachusetts, and can be found online at lizwashermakeup.com and bridalbyliz.com.