News Highlights

May 12, 2012

“I Love the Skin I’m In” T-Shirt Design Contest Winners Announced at Kick-Off Event

Regina Prudenciano, Kahului

Mia Anduna, Mililani
The “I Love the Skin I'm In” skin cancer awareness campaign kickoff event was held on Saturday, May 12 at the Kapiolani Park Bandstand. Nearly 100 people got free skin cancer screenings while enjoying live music from B.E.T., Kendra, BasSick Concept, and Kainalu. The winners of the Xcel Ventx t-shirt design contest were also announced. Of the more than 70 entries received, judges determined 17-year-old Regina Prudenciano of Maui was the grand prize winner. Along with winning an Apple iPad, her winning design was printed on Xcel Ventx shirts and is now being sold in Xcel’s Ward and Haleiwa stores. A percentage of the sales will be given to the Cancer Center to continue support of future skin cancer awareness programs.

"My t-shirt design is based on an idea – protect your skin and live the life you love. When people, especially surfers or those who love to play under the sun often, see the design it reminds them of what they love to do. However, no one would ever want to stop what they love to do because of skin cancer. There is nothing worse than being told you can't do what you enjoy doing because of skin cancer. The design is to encourage people to protect their skin, so that they can enjoy their favorite activities for as long as they want," Prudenciano said of her design.

The two runners up were Ryan Mart Bartolome of Maui and Mia Anduha of Mililani. Congratulations to our winners! To view all the contest entries visit http://vimeo.com/42307985.

For event photos, visit: https://www.facebook.com/#!/media/set/?set=a.386118988092531.80970.132430720128027&type=1