



FOR IMMEDIATE RELEASE

Photos Available Upon Request

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This May, Skin Cancer Awareness Advocates Give Tip Of The Hat To Headwear

North Conway, NH — May 1, 2006 — May is national Skin Cancer Awareness Month, and advocates are giving a big “hats off” to people who keep theirs on.

According to the Center for Disease Control, skin cancer prevention is not to be taken lightly. The center published this statement on their website (www.cdc.gov): “Skin cancer is the most common form of cancer in the United States. Exposure to the sun's ultraviolet (UV) rays appears to be the most important environmental factor involved in the development of skin cancer. When used consistently, sun-protective practices can prevent skin cancer.”

Although wearing a high-SPF sunscreen that protects from UV rays is vitally important, the CDC also stresses it's imperative to: “Get a hat. Hats that shade the face, scalp, ears, and neck are easy to use and give great protection.”

Fortunately, the hunt for hats as stylish as they are sun-protective is becoming increasingly fruitful, thanks to manufacturers like Sunday Afternoons, Tilley Endurables and Physician Endorsed – all of whom make fashionable, wide-brimmed hats out of UV-protective materials for people who live and work in the sun.

Shoppers can find a wide selection of these sun-protective brands, along with a variety of other wide-brimmed hats at online retailers like the popular www.getahaton.com. Getahaton.com is a comprehensive website where visitors can browse through hundreds of hats by manufacturer, by category or look for special deals. The website is owned and operated by Aaron and MaryAnn Kesmetis, two hat enthusiasts who've channeled their passion for headwear into a colorful, easy-to-navigate specialty shop that truly has something for everyone.

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“Whether you’re looking for sun protection or to just make a fashion statement, we know finding the right hat is a deeply personal experience,” said Aaron Kesmetis. “No two people will wear a hat the same. That’s why our store, Aaron Hats, and our website, getahaton.com, both carry hundreds of hats and accessories from over 25 leading manufacturers. So everyone can find the hat that’s perfect for them. I think the ever-widening selection of headwear is encouraging more and more people to cover up the vulnerable skin on their face, neck and scalp.”

“After all, if you can protect your skin from the sun’s harmful rays *and* look great doing it,” continued Kesmetis, “well, that’s just the best of both worlds, isn’t it?”

Aaron Hats carries hundreds of hats and accessories to fit every style and need. The store is located at: 2729 Main Street, North Conway, NH 03860. For hours and information please call: 1-877-386-HATS. Or shop on the web at: www.getahaton.com

ABOUT AARON HATS

In 2003 Aaron and MaryAnn Kesmetis sold their Fifth Avenue home in Lowell, MA, quit their jobs and headed north to follow their passion: hats. Aaron Hats opened doors on June 28, 2003 in the heart of North Conway, New Hampshire in Norcross Circle. Three years later, the retail hat shop has tripled its floor space, seen sales jump over 67% and now boasts over 25 different brands of headwear including: Kangol, Bailey, Barmah, Betmar, Dorfman Pacific, Resistol, Stetson, Sunday Afternoons, Tilley Endurables and many more. Aaron Hats accessories include: hatboxes, brushes, bands and retainers, as well as steaming and stretching services. For more information, please call: 1-877-386-HATS.

ABOUT GETAHATON.COM

Getahaton.com is a one-stop shop designed for hat lovers, by hat lovers. Owned and operated by Aaron and MaryAnn Kesmetis of Aaron Hats, the website encourages visitors to browse through hundreds of hats and accessories from over 25 leading manufacturers, including: Kangol, Bailey, Dorfman, Pacific, Stetson and many more. Getahaton.com is colorful, easy-to-navigate site, where hat enthusiasts can shop by brand, by category or look for special deals. For more information, please visit: www.getahaton.com

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