

FOR MORE INFORMATION contact:
D-D Flannery, (585) 703-6243



**Dr. Elizabeth Arthur of Helendale Dermatology & Medical Spa Has Been Appointed to
the National Center for Missing & Exploited Children's
Board of Directors**

IRONDEQUOIT & PITTSFORD, NY – June 26, 2012 – Dr. Elizabeth Arthur, Board Certified Dermatologist at Helendale Dermatology & Medical Spa in Irondequoit and resident of Pittsford, has been appointed to serve on the Board of Directors for the National Center for Missing & Exploited Children NY Regional Office (NCMEC/NY). As a Board member, Dr. Arthur will be responsible for working collaboratively with other board members and staff in leading NCMEC/NY according to its mission and vision - to help recover missing children, protect all children from sexual exploitation and cyber bullying, and assist in the prevention of these crimes.

"It is an honor to be a part of a regional effort to raise awareness and the funds necessary to support the programs and continued work of NCMEC/NY in Internet safety education and preventing abduction," said Dr. Arthur. "More than 2,200 children are reported missing in the United States each day, some in our own community. I look forward to working with NCMEC in striving to make our community a safer place."

Dr. Arthur received a B.S. degree in Biology from Villanova University and then graduated from Hahnemann University Medical School. She is Board Certified in Dermatology and is on faculty at Rochester General and Strong Memorial Hospitals. She has conducted multiple clinical trials on acne, rosacea, psoriasis, eczema, hair loss, glycolic acid, and Botox.

In April 2004, Dr. Arthur opened her solo Dermatology practice and medical spa. The practice is known as Helendale Dermatology and Medical Spa, located at 500 Helendale Road in Irondequoit, NY. She lives in Mendon with her family.

About the National Center for Missing & Exploited Children

The National Center for Missing & Exploited Children is a 501(c)(3) nonprofit organization. Since it was established by Congress in 1984, the organization has operated the toll-free 24-hour national missing children's hotline which has handled more than 2,528,730 calls. It has assisted law enforcement in the recovery of more than 157,720 children. The organization's Cyber Tip-line has handled more than 1,015,250 reports of child sexual exploitation and its Child Victim Identification Program has reviewed and analyzed more than 44,891,500 pornography images and videos. The organization works in cooperation with the U.S. Department of Justice's office of Juvenile Justice and Delinquency Prevention. To learn more about NCMEC, call its tollfree, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.

About Helendale Dermatology and Medical Spa

Helendale Dermatology & Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 18 people. For more information, visit www.helendaledermatology.com.