

For immediate release: Tuesday, November 10, 2015

**Not just another cancer awareness day!  
Friday, November 13 is  
World Pancreatic Cancer Awareness Day**

**Global push to raise awareness for world's deadliest cancer**  
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PANCREATIC  
CANCER  
CANADA



CANCER  
DU PANCRÉAS  
CANADA

Advocates from Canada, the US, the UK, Australia, Spain, Netherlands, France, Germany, Finland, Norway, Brazil, and Argentina, to name a few, have mobilized to declare Friday, November 13, 2015 as World Pancreatic Cancer Awareness Day.

It's the most lethal form of the disease; the only major cancer with survival rates still in the single digits. Incidence rates are rising and death rates for pancreatic cancer are increasing while for most other cancers they are declining. Pancreatic Cancer has been chronically underfunded and **receives less than 2% of cancer research funding**. Unless there are breakthroughs in treatment and detection, pancreatic cancer will be the **second largest cause of cancer death by 2020**, surpassing breast and colorectal cancer.

Toronto is home to a few of the miraculous long-term survivors. Veteran broadcaster **Libby Znaimer** marked her 7th anniversary cancer-free last summer. Sports Medicine Specialist **Dr. Michael Clarfield** is also coming up on his 7th anniversary.

This month in Canada, the CN Tower, Toronto, Halifax and Fredericton City Halls, Niagara Falls, Calgary Tower and Vancouver's Jack Poole Plaza

Olympic Cauldron, among other landmarks, will light up in purple to raise awareness.

On November 13, World Pancreatic Cancer Awareness Day hopes to put pancreatic cancer on the global map by **making the world see purple**. Thousands of people will be wearing purple and sharing stories about those they have lost and those few who have survived, and the work we must all do to beat this silent killer,

There are few survivors to advocate because most patients are diagnosed too late and die within the first year or shortly thereafter including **Luciano Pavarotti, Marcello Mastroianni, Dizzy Gillespie, Count Basie, Michael Landon, Patrick Swayze, and Steve Jobs** who died of a variation of it.

Toronto survivors are available for interviews as well as medical experts and **Laurie Ellies**, co-founder, **Pancreatic Cancer Canada**, who is involved in this worldwide initiative.

## **SUPPORT WORLD PANCREATIC CANCER AWARENESS DAY**

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