

PANCREATIC
CANCER
CANADA



CANCER
DU PANCRÉAS
CANADA

NOVEMBER 13 MARKS THE FIRST INTERNATIONAL WORLD PANCREATIC CANCER DAY

Purple Lights Campaign launched during National Pancreatic Cancer Awareness Month

KINGSTON (November 10, 2014) In the next 10 - 15 years pancreatic cancer will be the 2nd leading cause of cancer death. There is no known cause, no early detection and no known cure. Currently 4,700 Canadians are diagnosed every year and 75% of them will die within the first year of diagnosis – most within the first 3-6 months.

The survival rate for pancreatic cancer, 8%, hasn't budged significantly in the past four decades, while the survival rates for all other cancers have improved in the same time period, some dramatically. Pancreatic cancer is also the least funded cancer, receiving less than one per cent (1%) of all private and government funding for research.

Results from an Ipsos Reid Poll released November 2012, cited Canadian awareness of pancreatic cancer as being exceptionally low despite it being the most deadly form of cancer.

November is Pancreatic Cancer Awareness Month. November 13 marks the first international World Pancreatic Cancer Day to raise awareness of the need for increased research into early diagnosis and treatment options. This day will be observed in Kingston with a vigil held in Market Square behind City Hall at 5:30 pm on Thursday November 13. Members of the public who have been touched by pancreatic cancer are asked to attend and bring a candle or purple glowstick to light. Everyone is encouraged to wear purple on November 13 and to start a conversation with friends and family to raise awareness about pancreatic cancer.

As part of Pancreatic Cancer Awareness Month, [Pancreatic Cancer Canada](http://pancancer.ca) has launched its [Purple Lights Campaign](#) to raise awareness of this 'silent killer' in the lives of Canadians.

Cities across Canada have agreed to light up their iconic buildings in purple light in support of the cause. Businesses in cities and towns are doing the same and individuals are lighting up their homes to shine a light on pancreatic cancer in the lives of Canadians across the country.

The National Pancreatic Cancer Canada Foundation began operating in 2005 as The Dick Aldridge Pancreatic Cancer Foundation. In November 2008, recognizing the need for a national association in Canada, Pancreatic Cancer Canada was launched. In June 2010, the foundation name changed to the National Pancreatic Cancer Canada Foundation. To date, the Foundation has donated over \$3 million dollars for research on pancreatic cancer to the Princess Margaret Cancer Centre in Toronto, the Ottawa Hospital, the BC Cancer Agency, and to the Cancer Research Society in Quebec.

For more information on the Kingston World Pancreatic Cancer Day event, please go to the Facebook event page: [World Pancreatic Cancer Day Vigil](#)

info@pancancer.ca | www.pancreaticcancer.ca | 1-888-726-2269
30 Concourse Gate, Unit 27, Ottawa, ON K2E 7V7 | 30, porte Concourse, unité 27, Ottawa (Ontario) K2E 7V7

Charitable Registration # 84870 1967 RR0001 | Numéro d'enregistrement d'organisme de bienfaisance : 84870 1967 RR0001

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For more information on Pancreatic Cancer or to order your purple lights, visit:

www.pancreaticcancercanada.ca

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