

PANCREATIC
CANCER
CANADA



CANCER
DU PANCRÉAS
CANADA

PANCREATIC CANCER TO BECOME 2ND LEADING CAUSE OF CANCER DEATH SHINE A LIGHT ON PANCREATIC CANCER

Purple Lights Campaign launched during National Pancreatic Cancer Awareness Month

OTTAWA (October 21, 2014) In the next 10 - 15 years pancreatic cancer will be the 2nd leading cause of cancer death. Currently 4700 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 – 6% – for pancreatic cancer hasn't budged in the past four decades, while the survival rates for all other cancers have improved in the same time period, some dramatically.

These devastating statistics become even more disturbing when you learn that pancreatic cancer is the least funded cancer, receiving less than one per cent (1%) of all private and government funding for research.

So, know that [Pancreatic Cancer Canada](#) will launch its [Purple Lights Campaign](#) on November 1, 2014 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.

To date, the following have agreed to shine a purple light on their iconic buildings for one day or for several days during November: Victoria City Hall clock tower, [BC Place Stadium](#) (Vancouver), [Telus Spark, Olympic Plaza](#) (Calgary), the [High Level Bridge](#) (Edmonton), [Ottawa City Hall Heritage Building](#), [Toronto City Hall](#), [CN Tower](#), RBC building (Toronto), [Niagara Falls](#), the [Skylon Tower](#). More are agreeing daily to become purple in support during November to help bring awareness of pancreatic cancer to Canadians.

Strings of purple lights will be shining in every province of Canada!

For more information on Pancreatic Cancer or to order your purple lights, visit:
www.pancreaticcancercanada.ca

Contact:

Marcia Armstrong

Director of Operations

1-888-726-2269

marmstrong@pancancanada.ca

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

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