BC PLACE SUPPORTS PANCREATIC CANCER "PURPLE LIGHT" AWARENESS CAMPAIGN

NOVEMBER 2, 2012

Vancouver, BC: The 36-foot tall Northern Lights Display at BC Place will be illuminated purple on Sunday, as Pancreatic Cancer Canada urges everyone to participate in their Purple Light Campaign.

Pancreatic cancer is the fourth leading cause of cancer death in Canada. This coming year, 4300 Canadians, including 600 British Columbians will be diagnosed with pancreatic cancer and told there is little hope for survival. There is currently no way to prevent, detect, or cure it. Seventy-five per cent of patients do not survive a full year post-diagnosis as it is resistant to many of the traditional drugs available today.

The disease claims nearly as many lives each year as breast and prostate cancer yet remains somewhat misunderstood. November is Pancreatic Cancer Month and Pancreatic Cancer Canada is campaigning to bring awareness to this important fight.

Date:
Sunday, November 4th, 2012

Times:
MORNING 6:00AM to 8:00AM
EVENING Sunset to 11:00PM

About Pancreatic Cancer Canada
Pancreatic Cancer Canada is proud to be Canada's only national, volunteer-driven foundation dedicated to raising awareness, advancing research and saving lives. It is their hope that through increased awareness and funding, scientists will discover a means to detect and effectively treat pancreatic cancer; thereby significantly improving the survival rate for patients living with pancreatic cancer. For more information on

pancreatic cancer, early detection and treatment options visit Pancreatic Cancer Canada's website, www.pancreaticcancercanada.ca or contact them at 1¬888¬pancan9 (1-888-726¬2269).

About the "Northern Lights Display" at BC Place
The stadium roof façade – known as the Northern Lights Display - utilizes 1700 'ETFE' panels, stacked four rows high, and 6,800 linear feet of energy-efficient LED lights to create customizable lighting displays. BC Place has utilised the entire roof to promote events (orange for BC Lions, blue for Vancouver Whitecaps FC), to create seasonal and holiday displays, and to generate awareness for community and charitable organizations. Visit www.bcplace.com/roof-lights for more information.

About BC Place
BC Place is the largest sports, exhibition and entertainment venue of its kind in British Columbia, hosting the province's most notable events including the Opening and Closing Ceremonies of the Vancouver 2010 Olympic Winter Games. An all-new BC Place reopened in September 2011 after completing a major revitalization that included the installation of the largest cable-supported retractable roof of its kind in the world. Today, BC Place is home to Vancouver Whitecaps FC, the BC Lions Football Club and the BC Sports Hall of Fame. BC Place is an important generator of economic activity in British Columbia, hosting world-class entertainment events, professional and amateur sport, community gatherings and exhibitions. For more information, please visit www.bcplace.com

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