



A Champion for Pancreatic Cancer

Proud to be Canada's only foundation fighting for early detection!

For Immediate Release

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Veteran Canadian Journalist to Raise Awareness for Pancreatic Cancer

Toronto - Pancreatic Cancer Canada is honoured to have pancreatic and breast cancer survivor Libby Znaimer representing their cause. Libby is a beacon of hope for those who are surviving cancer and offers both sound advice and encouragement. "There's not much of a peer group for those of us with this cancer. I figure if I can get this disease despite low single-digit risk factors, I can beat it the same way" she said.

Libby Znaimer, a prominent Canadian journalist specializing in business, politics and lifestyle issues has become a spokesperson for Pancreatic Cancer Canada. This national, not-for-profit organization is dedicated to fostering public awareness and raising funds to support innovative research being conducted at Toronto's Princess Margaret Hospital. As a dedicated group of volunteers, they provide Canadians with the best available information on the disease while offering a supportive forum for the exchange of thoughts and experiences.

Pancreatic cancer affects more than 250,000 men and women each year including 3,900 Canadians. Of all forms of cancer, this silent killer is by far the most lethal. There is no prevention, no method of early detection, no form of treatment that can work fast enough to make a difference, and there is no cure. Pancreatic Cancer Canada believes there is hope in supporting early detection research because diagnosing this disease before it spreads to surrounding organs is critical to prolonging life expectancy.

In addition to her duties as spokesperson, she has offered to pen their upcoming pamphlet, which will be a comprehensive approach to a diagnosis of pancreatic cancer. Libby believes that it is important for people to be informed and wants this pamphlet to educate patients about the journey that lies ahead.

Libby Znaimer is passionate in her personal life, her career and associating with Pancreatic Cancer Canada. "I still don't want to call myself a survivor, but the descriptor is accurate, and I will answer to it. If every day, month and year is an achievement, then that's my new normal."

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About Pancreatic Cancer Canada:

Pancreatic Cancer Canada is a national, voluntary, not-for-profit association committed to raising awareness of pancreatic cancer, while supporting innovative research into early detection methods. The leading beneficiary of their fundraising efforts to date has been The Pancreas Cancer Screening Study at Toronto's Princess Margaret Hospital. It is their hope that information from this study will lead to the development of cost-effective screening tests that will enable doctors to diagnose this disease at an earlier and more treatable stage.

More information on pancreatic cancer, early detection and treatment options can be found on Pancreatic Cancer Canada's website, www.pancreaticcancercanada.ca or by contacting them at 1-888-pancan9 (726-2269). Donations can also be made online through their website.

About Libby Znaimer:

Libby Znaimer broke into print journalism with The Associated Press in Tel Aviv, then carved out an illustrious career in Canadian journalism, specializing in business, politics, and lifestyle issues. She contributes to numerous publications, including the National Post, where she first wrote about her experience with cancer.

She also worked for two decades in television broadcasting. After stints at Global Television, KSTP-TV in Minneapolis, and WNBC in New York, she covered Parliament Hill for three years then moved into reporting and anchoring daily news coverage for ground-breaking television stations CityTV and CablePulse24 in Toronto. She is currently Vice President of News and Information at radio station Classical 96.3FM, where she produces and hosts the daily The Zoomer Report.

For more information about Pancreatic Cancer Canada or to arrange an interview, please contact:

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Together ... we can make a difference!