

PANCREATIC
CANCER
CANADA



CANCER
DU PANCRÉAS
CANADA

PURCHASE PANSIES, SUPPORT PANCREATIC CANCER RESEARCH

Pancreatic Cancer Canada launches national spring awareness campaign in April

OTTAWA (March 24, 2014) – One of the lesser known-about, and least-funded cancers is poised to get a little prettier, as its national organization launches their annual spring awareness campaign – with pansies. Pancreatic Cancer Canada will roll out [Pansies for Pancreatic Cancer](#) from St. John’s, NL to Prince Rupert, BC, selling pots of the pansy flowers during March, April and May depending on availability in different parts of Canada.

The campaign is completely run by volunteers, with 100 per cent of the funds raised going directly to fund pancreatic cancer research. Visit [Pancreatic Cancer Canada](#) to find out if pansies are being sold in your area.

“We first piloted this campaign in Ottawa two years ago to raise awareness of pancreatic cancer and the urgent need for more research toward better outcomes for those diagnosed with this ‘silent killer’,” said Betty Aldridge, President of the National Pancreatic Cancer Canada Foundation. “Operated solely by volunteers, I couldn’t be more proud to now see this program expanding across the entire country.”

Added Aldridge: “With its unique combination of strength, beauty and resilience, the pansy serves as the perfect symbol of hope for those diagnosed with pancreatic cancer.”

Today, Pancreatic Cancer is the fourth leading cause of all cancer deaths in Canada. There is no known cause, no early detection and no known cure. Seventy-five percent (75%) of all patients diagnosed with Pancreatic Cancer die within the first year, most within the first three to six months.

The survival rate – in the low single digits – for pancreatic cancer hasn’t budged in the past three decades, while the survival rates for all other cancers have increased in the same time period, some dramatically.

Despite being among the deadliest cancers, pancreatic cancer research receives less than one per cent (1%) of all private and government funding.

About the pancreas

The pancreas is a glandular organ that is vital for digestion and sugar control. It is located deep in the abdomen between the stomach and the spine and is surrounded by the liver, the small intestine, the gall bladder and spleen. The pancreas is about 6-8 inches long and is shaped like a flat pear.

About Pancreatic Cancer Canada

[The National Pancreatic Cancer Canada Foundation](#) has donated close to **\$3 million dollars** for [research](#) on pancreatic cancer to the Princess Margaret Hospital in Toronto, the Ottawa Hospital, the BC

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

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

PANCREATIC
CANCER
CANADA



CANCER
DU PANCRÉAS
CANADA

Cancer Agency, the University of Alberta's Cross Cancer Institute in Edmonton and to the Cancer Research Society in Quebec.

For more information on Pancreatic Cancer or on how to get involved, contact:

Marcia Armstrong, Director of Operations

marciaarmstrong@pancancanada.ca

1-888-726-2269

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

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