



PANCREATIC CANCER CANADA JOINS MORE THAN 40 GLOBAL PANCREATIC CANCER ORGANIZATIONS AT INAUGURAL MEETING

World Pancreatic Cancer Coalition Aims to Raise Unprecedented Awareness for a Disease with the Lowest Survival Rate of Any Major Cancer

TORONTO ON— (May 10, 2016) The first-ever [World Pancreatic Cancer Coalition](#) (WPCC) will gather for its inaugural meeting in Orlando, Fla., on May 11, 2016, bringing together more than 60 individuals representing 40 pancreatic cancer advocacy groups from around the globe. The Coalitions' goal is to drive transformational change for those affected by pancreatic cancer.

"By standing in unison, we hope to save more lives and create a brighter future for the disease with the lowest survival rate of any major cancer," said [Julie Fleshman, JD, MBA](#), chair of the WPCC and president and CEO of the [Pancreatic Cancer Action Network](#).

Around the world, pancreatic cancer is the seventh most common cause of cancer-related death in men and women combined.¹ Only 2 to 10 percent of those [diagnosed globally survive five years](#).²

Three years ago, in 2013, pancreatic cancer patient advocacy organizations from around the world, with founding sponsor Celgene Corporation, began discussions about how best to support each other's efforts while raising global awareness for the deadly disease.

"We realized that by working collaboratively, we could have a much greater impact than the sum of our parts," said Michelle Capobianco, Executive Director, Pancreatic Cancer Canada Foundation. "We swiftly moved to action in 2014 with the launch of the inaugural World Pancreatic Cancer Day, which has gone on to be a successful global awareness-raising initiative."

The World Pancreatic Cancer Coalition will oversee the annual [World Pancreatic Cancer Day](#), which was first held in Nov. 2014 and is observed and celebrated from the United States to Europe and from Asia to Australia.

November has long been recognized as Pancreatic Cancer Awareness Month. This year, World Pancreatic Cancer Day will be held on Nov. 17.

The one-day event aims to raise awareness about the disease, but also to spread the word that with more research funding and more people taking action, pancreatic cancer survival rates can, and will, improve.

The World Pancreatic Cancer Coalition has the generous support of corporate sponsors [Celgene Corporation](#), [Baxalta Incorporated](#) and [Halozyne Therapeutics](#).

For additional information on pancreatic cancer, the World Pancreatic Cancer Coalition and its members, please visit www.worldpancreaticcancercoalition.org.

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About the Pancreatic Cancer Canada Foundation

We are Canada's only national foundation dedicated to raising money and awareness for this deadly disease. Since our founding in 2006, we have invested more than three million dollars into research that focuses on discovering new and better ways to diagnose and treat pancreatic cancer and improve the quality of life of people living with this disease.

About the World Pancreatic Cancer Coalition

The World Pancreatic Cancer Coalition is an international group of pancreatic cancer patient advocacy groups with a mission to drive transformational change for all those affected by the disease. Through global collaboration, the Coalition raises awareness of pancreatic cancer by strengthening the efforts of participating member organizations. And each November, Pancreatic Cancer Awareness Month, Coalition members unite on World Pancreatic Cancer Day to draw attention to pancreatic cancer and highlight the need for greater awareness, funding and research.

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2. American Cancer Society. Global Cancer Facts & Figures 2nd Edition. Atlanta: American Cancer Society; 2011.

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