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## **Not just another cancer awareness day! Thursday November 13 marks the first ever World Pancreatic Cancer Awareness Day**



Advocates from Canada, the US, the UK, Spain, Netherlands, France, Germany, Finland, Norway, Brazil, and Argentina, to name a few, have mobilized to declare Thursday, November 13, 2014 as World Pancreatic Cancer Awareness Day.

It's the most lethal form of the disease; the only major cancer with survival rates still in the single digits. Pancreatic Cancer has been chronically underfunded and **receives less than 2% of cancer research funding**. Unless there are breakthroughs in treatment and detection, pancreatic cancer will be **the second largest cause of cancer death by 2020**.

Toronto is home to a few of the miraculous long-term survivors. Veteran broadcaster **Libby Znaimer** marked her 6th anniversary cancer-free last summer. Sports Medicine Specialist **Dr. Michael Clarfield** is also coming up on his 6th anniversary. Even though retired high school principal **Phillip Allman** is still undergoing treatment, he is booking cruises into 2018. **Robin Chapchuk**, who was diagnosed a year ago while still only in her 40s, is taking it day by day.

This month in Canada, the CN Tower, Toronto City Hall, the Ottawa Heritage Building, and Vancouver's Jack Poole Plaza, among other landmarks, have lit up in purple to raise awareness.

On November 13, World Pancreatic Cancer Awareness Day hopes to put pancreatic cancer on the global map. Thousands of people will be wearing purple and sharing stories about those they have lost and those few who have survived, and the work we must all do to beat this silent killer. There are few survivors to advocate because most patients are diagnosed too

late and die within the first year or shortly thereafter including **Luciano Pavarotti, Marcello Mastroianni, Dizzy Gillespie, Count Basie, Michael Landon, Patrick Swayze, and Steve Jobs** who died of a variation of it.

Toronto survivors are available for interviews as well as **Laurie Ellies**, Executive director, **Pancreatic Cancer Canada**.

## **SUPPORT WORLD PANCREATIC CANCER AWARENESS DAY**

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