



Media Advisory

DIAGNOSIS TO DEATH: APPROX 3 TO 6 MONTHS HELP SHINE A LIGHT ON PANCREATIC CANCER

– *A Toast to Hope Gala kicks off National Pancreatic Cancer Awareness Month* –

“Most *likely*, three to six months” is an all-too-common prognosis hurled at shocked pancreatic cancer patients at the time of their initial diagnosis. Amidst clever advertising campaigns, 10-K runs and corporate sponsorships for other cancers, pancreatic cancer will quietly kill approximately 4,300 of the 4,700 Canadians diagnosed this year. Do the math.

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.

Another stop-you-in-your-tracks fact about pancreatic cancer: the reason so few people know about it is because there are very few survivors. Cheerleaders are few and far between. Also, pancreatic cancer is the least funded cancer, receiving less than one per cent (1%) of all private and government funding.

With that, we invite you to help us shine a light on this disease at the Friday, November 1st kick-off event to National Pancreatic Cancer Awareness Month, A Toast to Hope Gala.

Interviews available with leading doctors, survivors, and families.

WHAT: A Toast to Hope Gala, National Pancreatic Cancer Awareness Month Kick-Off

- Celebration and announcement of initiatives set for November
- Launch of the Purple Lights Campaign, lighting up iconic building across the country purple!
- Information about the new Wallace McCain Centre for Pancreatic Cancer
- Cheque presentation by Pancreatic Cancer Canada

WHERE: Princess Margaret Cancer Centre
7th Floor Atrium

WHO:

- Paul Alofs, President & CEO, The Princess Margaret Cancer Foundation
- Host Libby Znaimer, 5-year pancreatic cancer survivor
- Dr. Steven Gallinger, Head, Hepatobiliary/Pancreatic Surgical Oncology Program, Princess Margaret Cancer Centre
- 12 rare pancreatic cancer survivors

WHEN: Friday, November 1st **5:30 PM – 8:00 PM**

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To arrange a live remote, gain media access, or for more information, contact:

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