

FOR IMMEDIATE RELEASE

**VISIT PANCAN.ORG FOR SIGNED EDITIONS OF THE LAST LECTURE BOOK BY CARNEGIE MELLON UNIVERSITY
PROFESSOR DR. RANDY PAUSCH**

Limited Quantities available for a \$100 minimum donation to the Pancreatic Cancer Action Network

EL SEGUNDO, CA – (April 8, 2008) – The Pancreatic Cancer Action Network (www.pancan.org) announced today a limited quantity of signed editions of *The Last Lecture* book by Carnegie Mellon Professor, Dr. Randy Pausch are available for a \$100 minimum donation to the organization and will support additional funding for pancreatic cancer in his honor. The Pancreatic Cancer Action Network will sell unsigned editions of the book for \$21.95. *The Last Lecture*, co-written by Dr. Pausch and Wall Street Journal columnist Jeffrey Zaslow, is based upon the now-famous "last lecture" given by Dr. Pausch in October 2007.

"The Pancreatic Cancer Action Network is thrilled to support *The Last Lecture* book release, and we hope the public will enjoy his story," stated President and CEO, Julie Fleshman. "We are immensely grateful for all Dr. Pausch has done to help raise awareness for pancreatic cancer and the efforts of our organization - all while battling this terrible disease."

Money raised through *The Last Lecture* book will help advance the Pancreatic Cancer Action Network's comprehensive mission to advance research, support patients and advocate for a cure. Although pancreatic cancer is the 4th leading cause of cancer death in the United States, it remains the least-funded among leading cancer killers with less than 2% of the National Cancer Institutes research budget dedicated to pancreatic cancer research.

In January 2008, the Pancreatic Cancer Action Network launched its Raise the Cure initiative to secure both federal and private funding for pancreatic cancer research. The organization is asking for an unprecedented \$170 million in federal funding to carry out The National Plan to Advance Pancreatic Cancer Research and will raise \$25 million in additional private funding over the next three years to support pancreatic cancer research. The merging of these funds will support Raise the Cure, a comprehensive strategy and action plan to put pancreatic cancer research on the fast track in finding a cure.

About the Pancreatic Cancer Action Network

The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way through research, patient support, community outreach and advocacy for a cure. The organization raises money for direct private funding of research—and advocates for more aggressive federal research funding of medical breakthroughs in prevention, diagnosis and treatment of pancreatic cancer.

The Pancreatic Cancer Action Network fills the void of information and options by giving patients and caregivers reliable, personalized information they need to make informed decisions. We create a sense of hope and community so no one has to face pancreatic cancer alone. The organization helps support individuals and communities all across the country work together to raise awareness and funds to find a cure for pancreatic cancer.

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