

FOR IMMEDIATE RELEASE

**PANCREATIC CANCER ACTION NETWORK LAUNCHES UNPRECEDENTED INITIATIVE TO SECURE FEDERAL AND PRIVATE FUNDING FOR PANCREATIC CANCER RESEARCH:
RAISE THE CURE**

Raise the Cure is the Largest Initiative in the Disease's History

EL SEGUNDO, CA – (January 23, 2008) – The Pancreatic Cancer Action Network launched its *Raise the Cure* initiative today to secure both federal and private funding for pancreatic cancer research. The Pancreatic Cancer Action Network is asking for an unprecedented \$170 million in federal funding to carry out **The National Plan to Advance Pancreatic Cancer Research** and additionally will raise \$25 million in 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.

"The Pancreatic Cancer Action Network has been a catalyst for progress in the pancreatic cancer community and we will continue to be with the *Raise the Cure* initiative," stated President and CEO, Julie Fleshman. "We have brought together the best scientific and medical minds with experience in pancreatic cancer to create a strategy for success. We're not just asking for funding, we're showing the way to take action and we have a comprehensive plan to get us there."

This initiative launched as Fleshman and Carnegie Mellon Professor Randy Pausch, who is dying of pancreatic cancer and whose "last lecture" reflecting on life's lessons has become an Internet sensation, met with Members of Congress. Fleshman and Pausch will urge Congressional members to provide the federal funds needed to implement **The National Plan to Advance Pancreatic Cancer Research**. Federal research funding through the National Cancer Institute will quicken the pace for a cure against pancreatic cancer, which has the highest mortality rate of the leading cancer killers.

"I fully support the efforts of the Pancreatic Cancer Action Network. Together, we are determined to get the attention and much needed funds to change the course of history for pancreatic cancer research. Federal dollars have proven to be effective with other deadly diseases and have lowered the death rate because they have early diagnostic or pre-screening tools. Pancreatic cancer has neither," said Pausch, a Carnegie Mellon computer scientist. "Congress needs to take a tremendous step up and provide the funding required to conduct the research that will lead to early detection methods, effective treatments and ultimately a cure for pancreatic cancer."

The cure starts with significant, dedicated and focused federal funding—the same kind that made real progress with the other leading cancer killers. Although pancreatic cancer is the 4th leading cause of cancer death in the U.S. and 3rd among 40-59 year old men, it is the most under-funded, under-recognized and least-studied of all major cancer killers. Less than 2% of the NCI's annual budget is dedicated to pancreatic cancer research, making pancreatic cancer the least federally funded of all the leading cancer killers.

"**The National Plan to Advance Pancreatic Cancer Research** represents the professional judgment of the leaders in the pancreatic scientific community, and would initiate a strong, sustained program to make progress in pancreatic cancer research," stated Dr. Tony Hollingsworth, Chair, Scientific Advisory Board, Pancreatic Cancer Action Network and Professor at the Eppley Institute. "We have made advances with limited funding, but we need to take those findings to the next level to enable the development of early detection methods, diagnostic tools, and targeted therapeutics that will extend survival and improve quality of life for patients. This investment of \$170 million from the federal government will fuel the research engine making it possible for us to achieve the kinds of gains that are so desperately needed for patients."

To learn more about the *Raise the Cure* initiative, visit www.pancan.org.

About the Pancreatic Cancer Action Network

Founded in 1999, 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. And, by helping individuals and communities across the country work together to raise awareness and funds to find a cure for pancreatic cancer.

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MEDIA CONTACT

Jennifer Reeves
Public Relations Manager
Pancreatic Cancer Action Network
Direct: 310-321-6542
Email: jreeves@pancan.org