



PANCREATIC CANCER ACTION NETWORK

ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

FOR IMMEDIATE RELEASE

JOIN THE PANCREATIC CANCER ACTION NETWORK AND RAISE YOUR VOICE IN NOVEMBER FOR PANCREATIC CANCER AWARENESS MONTH

EL SEGUNDO, CA – (November 3, 2008) – The Pancreatic Cancer Action Network (www.pancan.org), the only national organization creating hope in a comprehensive way through research, patient support, community outreach and advocacy for a cure, launches Raise Your Voice (www.pancan.org/raiseyourvoice), a national campaign recognizing Pancreatic Cancer Awareness Month. Raise Your Voice and make every day matter this November by demanding the funding necessary to fight pancreatic cancer, the fourth leading cause of cancer death in the United States.

The campaign encourages Americans to join the fight against pancreatic cancer and help increase visibility of the disease in their local community and on Capitol Hill to ensure progress moves forward regarding research and treatment.

This year, more than 38,000 Americans will be diagnosed with pancreatic cancer and nearly 33,000 will die. Pancreatic cancer is the most lethal cancer in the United States with a five-year survival rate of only 5 percent. Despite the statistics, pancreatic cancer is the most under-funded among leading cancer killers with less than 2 percent of the National Cancer Institute's annual research budget—a figure far too low given the severity of the disease.

To address this disparity the Pancreatic Cancer Action Network launched, in January 2008, *Raise the Cure*, an unprecedented initiative that combines a commitment to raise \$25 million in private funding with a call for the federal government to devote more attention and resources to finding a cure and treatments for pancreatic cancer. The federal component of the plan, called *The National Plan to Advance Pancreatic Cancer Research*, was developed by the organization's esteemed Scientific Advisory Board to provide a detailed blueprint of the research and federal resources required to make true inroads in this disease, and forms the basis for legislation introduced to the United States House of Representatives in September 2008. This historic initiative marks the first major piece of legislation that could address the astounding mortality rate of pancreatic cancer.

"It has been a historic year for the pancreatic cancer community. We need to build upon the tremendous momentum that has been created and continue to heighten the sense of urgency regarding this important cause," said Julie Fleshman, president and CEO of the Pancreatic Cancer Action Network. "There is an urgent need for increased funding to find early detection methods, diagnostic tools and ultimately a cure for this disease. We need you to Raise Your Voice."

Support Pancreatic Cancer Awareness Month by going to www.pancan.org/raiseyourvoice and take immediate action and/or participate in the following activities:

- **Shop our Online Auction** - Support us by visiting our eBay® auction from November 1st through December 5th, and bid on exciting items ranging from travel packages to fun stuff for the kids. Offerings change weekly, so keep checking back. www.ebay.com/pancan
- **Shop at Z Gallerie** – In memory of Shirley Zeiden, mother of the company's founders, Z Gallerie will donation a portion of in-store and online sales from November 3rd through November 9th. Shop or find a store near you at www.zgallerie.com
- **Picture Your World Purple** - Colorfully demonstrate your commitment to furthering critical research by sending us photos of how you have shown your support. Please email volunteer@pancan.org
- **Attend our Annual Gala** - An Evening with the Stars will take place on November 15th at the legendary Beverly Wilshire Hotel in Beverly Hills, CA. For more information visit www.pancan.org/ewts2008

NATIONAL HEADQUARTERS

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To learn more about the Pancreatic Cancer Action Network, visit www.pancan.org.

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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