



PANCREATIC CANCER ACTION NETWORK

OUTREACH

VOL VIII - ISSUE 2 - JUNE 2008



*Advocacy Day, March 11, 2008 - Washington, DC
Photo courtesy of John Aronson Photography*

ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

MESSAGE FROM THE CHAIRMAN OF THE BOARD



We hope that you are looking forward to the upcoming summer months. The last few months have been very busy in the pancreatic cancer community. In particular, there has been heightened attention in the media about pancreatic cancer. The increased visibility is helping to raise the sense of urgency that we need people to get involved and take action against this disease.

During the Spring quarter, we announced the grantees of the Pancreatic Cancer Action Network's Research Grant Program. We funded over a million dollars toward eleven new scientists. Read more about our new grantees on page 3.

In March, we held a very successful Advocacy Day in Washington DC with over 220 attendees from around the country. Advocates spoke to their members of Congress about the Pancreatic Cancer Action Network's *National Plan to Advance Pancreatic Cancer Research* which will require an unprecedented \$170 million in federal funding to carry out and bring pancreatic cancer research funding in line with cancers of similar severity. You can read more about the outcomes and next steps on page 6. The organization also had the opportunity to testify in front of the L-HHS Subcommittee, the committee responsible for appropriations for the National Cancer Institute. Randy Pausch, whose book *The Last Lecture* has made it to the NY Times bestseller list, testified on our behalf giving a riveting account of his story and the need for more research funding. To view Dr. Randy Pausch's testimony and to learn more about the *National Plan to Advance Pancreatic Cancer Research*, go to www.pancan.org.

At the end of March, we hosted our annual Leadership Training in Nashville to educate and train our volunteer leaders from around the country so that they can go back into their communities and train other volunteers about how people can take action and get involved. Our volunteer network continues to grow strong and is positively impacting our programs and services through their fundraising, healthcare professional outreach, media outreach, advocacy and awareness building. We wouldn't be where we are today without the incredible efforts of our volunteers!

Finally, we hosted three successful patient symposia in Tampa, Philadelphia and Seattle over the last few months. The contacts into our Patient and Liaison Services (PALS) program continue to increase allowing us to provide needed information and resources to newly diagnosed patients. We continue to educate healthcare professionals about our program so that they can offer it as a resource to their patients. In the last few months we attended the following professional meetings: the American Association for Cancer Research, the American Society of Clinical Oncology, Oncology Nursing Society, Digestive Disease Week, Pancreas Club, and Association of Oncology Social Work.

Thank you for your support and commitment to this cause, and for being a valuable member of our team!

Warm Regards,

Jason Kuhn
Chairman of the Board

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\$1,045,000 AWARDED FOR 2008 RESEARCH GRANTS

The Pancreatic Cancer Action Network has announced the awarding of 11 grants in support of pancreatic cancer research. The grants program is administered in partnership with the American Association for Cancer Research (AACR)

to ensure that funding decisions are based on a peer review system and that the very best science is supported.

Since 2003, the Pancreatic Cancer Action Network has awarded 38 grants totaling over \$3.7 million.

FELLOWSHIP AWARD One-year grant totaling \$45,000 awarded to a postdoctoral or clinical research fellow at an academic facility, teaching hospital or research institution who is sponsored by a mentor. The intent of the award is to attract young scientists to a career in pancreatic cancer research.



Ken-Tye Yong, PhD, State University of New York, Buffalo
Samuel Stroum - Pancreatic Cancer Action Network - AACR Fellowship Award
Engineering Multimodal Targeted Probes for Pancreatic Cancer Detection

As a postdoctoral student, Dr. Yong's advisors inspired his involvement in pancreatic cancer research. His specific interest is to engineer ultrasensitive materials capable of early diagnosis to help improve patient survival. The funded research focuses on the use of nanotechnology in noninvasive imaging for pancreatic cancer. The goal is to create a quantum dot (QD)-based smart nanoparticle with enhanced illumination and magnetic features that can be used in both optical and magnetic resonance imaging. Results are expected to help enable early detection and diagnosis of pancreatic cancer.

CAREER DEVELOPMENT AWARD Two-year grant totaling \$100,000 each awarded to junior faculty at academic and medical institutions. The intent of the award is to support and encourage young scientists to establish a career path in the field of pancreatic cancer research.



Marie-Christine Daniel, PhD, University of Maryland, Baltimore County
Constance Williams - Pancreatic Cancer Action Network - AACR Career Development Award
Multifunctional Nanovectors for Pancreatic Cancer Therapy

After losing her mother to a rare cancer, Dr. Daniel chose to devote her research to this field. The funded project focuses on nanotechnology as a therapeutic strategy for pancreatic cancer. The objective is to create nanoparticles that combine multiple agents and to test the effectiveness of such an entity against transformed pancreatic cell lines. This targeted combination therapy is predicted to allow for a dramatic enhancement in potency and efficacy in pancreatic cancer treatment along with a decrease in side effects.



David W. Dawson, MD, PhD, University of California, Los Angeles
Seena Magowitz - Pancreatic Cancer Action Network - AACR Career Development Award
Wnt Signaling in Pancreatic Cancer Progenitor Cells

As a cancer researcher and sub-specialty gastrointestinal pathologist, Dr. Dawson is acutely aware of the aggressive biology of pancreatic cancer and the poor prognosis for most patients. Each pancreatic tumor is made up of a mixed population of cells. A very small percentage of these cells, referred to as cancer stem cells, appear to be largely, if not solely, responsible for the ability of the tumor to first evolve and then grow in size, resist chemotherapy and spread elsewhere in the body. The funded research focuses on how these rare cancer stem cells differ from the majority of cells that make up any individual's pancreatic tumor, and how these differences affect the development and aggressiveness of pancreatic cancer.



Joseph Michael Herman, MD, Johns Hopkins University School of Medicine, Baltimore
Blum-Kovler - Pancreatic Cancer Action Network - AACR Career Development Award
Evaluation of Focused Radiation to Enhance the Impact of a Pancreatic GM-CSF Vaccine

Dr. Herman has devoted his career to pancreatic research in the hope of improving the quality and quantity of life of patients with this diagnosis. The funded research focuses on how to enhance the treatment impact of the GM-CSF vaccine, particularly among patients with unresectable and metastatic pancreatic cancer. The study uses animal models with pancreatic cancer to test how single dose, focused radiation prior to vaccination may make the vaccine work better, reduce side effects and be more convenient than standard radiation therapy which involves 25 daily treatments. Study results are expected to provide the preliminary data necessary to design clinical trials to treat pancreatic cancer patients with focused radiation therapy, vaccine and other medicines in the hopes of improving treatment outcomes.



Hyunki Kim, PhD, The University of Alabama at Birmingham
Skip Viragh - Pancreatic Cancer Action Network - AACR Career Development Award
MRI to Monitor Early Pancreatic Tumor Response to a Novel Triple Therapy

Dr. Kim joined the drug development program for pancreatic cancer treatment at his school after realizing how few drugs were available to treat patients. Currently, TRA-8 combined with gemcitabine is being tested with pancreatic cancer patients at University of Alabama at Birmingham. The funded research focuses on developing a method to determine how each patient responds to these drugs, using two different magnetic resonance imaging techniques that have the potential of therapeutic responses shortly after treatment. The information will enable treatment plans to be adjusted during therapy, thereby maximizing therapeutic efficacy for each patient.



Lorenzo F. Sempere, PhD, Dartmouth Medical School, Hanover, NH and Dartmouth-Hitchcock Medical Center, Lebanon, NH
Laurie and Paul MacCaskill - Pancreatic Cancer Action Network - AACR Career Development Award
Role of MicroRNAs in Initiation and Progression of Pancreatic Cancer

Last year, Dr. Sempere's close relative died of pancreatic cancer within a month following diagnosis. Dr. Sempere's research is dedicated to her memory. The funded project examines the role of microRNAs (miRNAs) in pancreatic cancer. A special staining technique is used to show exactly where miRNA changes occur in the pancreas of mouse models designed to develop pancreatic cancer. Since pancreatic tissue is composed of different cell types and only some of these cells are susceptible to develop cancer, it will be important to know if these miRNA changes occur within the cancer-prone cells. If so, the study will determine whether having too much or too little of a specific miRNA affects the growth and survival properties of the pancreatic cancer cells.



Peter Storz, PhD, Mayo Clinic, Jacksonville, FL
Patty Boshell - Pancreatic Cancer Action Network - AACR Career Development Award
Kinase Regulating Pancreatic Cancer Resistance to Chemotherapeutics

Dr. Storz chose to focus his research on pancreatic cancer since he recognized that it requires a more aggressive and innovative approach to improve patient outcomes. The funded project is designed to identify cellular signaling proteins (kinases) that regulate resistance of pancreatic cancer cells to chemotherapeutic agents. Such kinases may serve as potential drug targets for pancreatic cancer therapy. A global approach will be employed to uncover key enzymes to serve as targets for novel therapeutics. Study results are expected to contribute to the development of a pharmacologic strategy to re-sensitize pancreatic tumor cells to conventional chemotherapeutic drugs, thereby providing new avenues for therapeutic intervention.

PILOT GRANT Two-year grant totaling \$100,000 each awarded to support innovative basic, translational or clinical research in pancreatic cancer. Particular consideration is given to projects that are nonduplicative with the potential for national application.



Nabeel Bardeesy, PhD, Massachusetts General Hospital, Boston
Randy Pausch, PhD - Pancreatic Cancer Action Network - AACR Pilot Grant
Molecular Markers of Drug Sensitivity in Pancreatic Cancer

Dr. Bardeesy's interest in pancreatic cancer was sparked by a fellow student who had lost two family members to the disease. In other cancers, progress has come from the observation that some patients respond to certain therapies due to specific genetic alterations in tumor cells. The importance of this finding is that it demonstrates that different drugs can be matched or "tailored" to patients with these genetic changes who are most likely to benefit from these treatments. The funded project analyzes the responsiveness of cells derived from many different pancreatic cancer patients to a large set of anti-cancer drugs and then compares the drug sensitivity with the genetic features of the cancer to determine which features predict drug responsiveness.



Dafna Bar-Sagi, PhD, New York University School of Medicine, New York
Pancreatic Cancer Action Network - AACR Pilot Grant
Impact of Diet-Induced Hyperlipidemia on Pancreatic Inflammation and Cancer

Dr. Bar-Sagi's involvement in pancreatic cancer research resulted from her interest in making a difference in understanding and curing a devastating disease. The funded project focuses on the relationship between high fat diet-induced hyperlipidemia and the development of pancreatic cancer. Hyperlipidemia is an excess of fatty substances called lipids, largely cholesterol and triglycerides, in the blood. High fat diet and obesity have been implicated in the etiology of chronic pancreatitis (inflammation of the pancreas) and pancreatic cancer. However, the mechanistic basis of this association remains unknown. The study uses mice that have been genetically engineered to develop hyperlipidemia following feeding of a high fat diet to (1) characterize the structural changes that the pancreas endures in response to hyperlipidemia, and (2) assess the effects of hyperlipidemia on pancreatic cancer development.



Matthias Hebrok, PhD, University of California, San Francisco
Michael C. Sandler - Pancreatic Cancer Action Network - AACR Pilot Grant
NF-kB Signaling in PanIN Formation

Dr. Hebrok became interested in pancreatic adenocarcinoma when one of his colleagues was diagnosed and eventually succumbed to the disease. The funded project involves genetic experiments that explore the role of NF-kB signaling in the progression of healthy pancreatic epithelium (the cellular covering of the pancreas) to pre-cancerous lesions. Plans are to characterize the effects of disrupting NF-kB signaling in PanIN progression and determine which cells, in the transition from normal to disease state, possess active NF-kB signaling. Results are expected to provide the field with important indications of the therapeutic and diagnostic possibilities involving the NF-kB pathway.



Bin Liu, PhD, University of California, San Francisco
Pancreatic Cancer Action Network - AACR Pilot Grant
Internalizing Human Antibodies Targeting Pancreatic Tumor Cells in Situ

Dr. Liu's interest in pancreatic cancer was sparked by interactions with his colleagues who are treating patients and studying the origin and development of the disease. The funded project aims to identify internalizing human antibodies that target pancreatic adenocarcinoma cells in their natural tissue micro-environment in situ. Two key hypotheses are examined: (1) pancreatic tumors, like other tumors, possess unique cell surface molecules that distinguish tumors from non-neoplastic tissues; and (2) a subset of these tumor cell surface molecules are internalizing, and thus can be exploited for tumor-targeted intracellular payload delivery.



ANOTHER SUCCESSFUL ADVOCACY DAY



It can take a long time to see action in Congress, but follow-up is the key to ensuring that we'll get there! The Pancreatic Cancer Action Network's 2nd Annual Pancreatic Cancer Advocacy Day in Washington DC

from March 9 to 11, 2008, was not only a huge success, but demonstrates the power that we can have when we act in unison around a single message.

Our message during the Advocacy Day was fairly simple. We asked Members of Congress to sign a letter in support of the *National Plan to Advance Pancreatic Cancer Research* and a minimum of a 9.5% increase in funding for the National Cancer Institute. This single message was carried by the over 220 advocates from across the country who attended the Advocacy Day who delivered the message in person, as well as by another 620 people who delivered our message from home by participating in the "National Call-In." At the end of the day, we visited an estimated 250 Members of Congress and placed more than 1,300 phone calls, allowing us to reach approximately 400 Members of Congress. This was a 25% increase in both number of calls and number of participants over the Advocacy Day from last year! Senators Dianne Feinstein (D-CA) and Gordon Smith (R-OR) served as our lead champions on the Senate letter and Representatives Anna Eshoo (D-CA), Todd Platts (R-PA) and Elijah Cummings

(D-MD) were our leads on the House letter. By the end of the week, we had gathered 20 signatures on the Senate letter and 39 signatures on the House letter.

Did we stop there? No! Following our Advocacy Day, we issued an alert to ask our advocates across the country to join us in asking Members of Congress to sign the letters. We got the best response to an alert we had ever gotten to date: almost 1,800 advocates sent approximately 3,000 emails to over 400 Members of Congress. By the end of March, many Members of Congress had received multiple requests to sign the letters. In a little less than three weeks, our collective efforts resulted getting 68 Representatives and 36 Senators to sign the letters. This is a major accomplishment for our organization and all supporters as by signing the letters, Members of Congress took a strong stand on the need to implement and fully fund the *National Plan to Advance Pancreatic Cancer Research*.

While this is a major accomplishment, it is a first step in a long-term effort to secure the full funding and implementation of the National Plan.

The Pancreatic Cancer Action Network will continue its intensive advocacy efforts throughout the year. Get involved by responding to our Action Alerts and by contacting your local Affiliate's Advocacy Coordinator to learn about additional ways you can help. We also hope that you will save the date for the 3rd Annual Pancreatic Cancer Advocacy Day in Washington DC on March 29-31, 2009! Registration will begin in November 2008.

RANDY PAUSCH TESTIFIES BEFORE CONGRESSIONAL SUBCOMMITTEE



On March 13, 2008, Dr. Randy Pausch delivered emotional testimony to the House Appropriations Committee's Subcommittee on Labor, Health and Human Services (L-HHS)

on behalf of the Pancreatic Cancer Action Network.

The House L-HHS Subcommittee oversees funding for the National Institutes of Health and the National Cancer Institute and would be instrumental in securing the necessary funding needed to implement the *National Plan to Advance Pancreatic Cancer Research*. As part of their overall work on deciding how the federal government will spend its

funds, the Subcommittee holds hearings and invites specific participants to provide oral testimony. Therefore, this was a huge opportunity for us as it was the first time that we have been invited to testify!

During the testimony, Dr Pausch emphasized the need for more federal funding for pancreatic cancer research. When Dr. Pausch started speaking, the members of the Subcommittee were fully engaged and focused on listening to his impassioned speech. After he finished speaking, House Appropriations & L-HHS Chairman Dave Obey (D-WI) shared that his brother-in-law died from pancreatic cancer and said that they will do "everything they can to change the picture."

To view Dr Pausch's testimony, please visit: www.pancan.org/Press/video/video_pausch_testimony.html.

STORY OF HOPE AND INSPIRATION

Kim D., Fort Washington, MD



In 1999, at the age of 41, I began a journey that has been the most difficult of my life—but also the greatest blessing. In April of 1999, after more than a year of recurring flu-like symptoms, abdominal pain and diarrhea, I developed itching over my entire body. My doctor believed I had gallstones and ordered an ultrasound in preparation for surgery. We were both shocked when the ultrasound showed that I did not have gallstones, but, rather, I had a tumor on my pancreas. On June 3, 1999, I underwent a Whipple procedure to remove a 4 centimeter tumor. The diagnosis was adenocarcinoma, and there was no spread of the cancer to other organs or lymph nodes. I left the hospital after six days feeling hopeful that the cancer was gone. It was not until my first oncology visit that I was told that even with a successful resection and aggressive radiation and chemotherapy treatment, the chance of recurrence was very high. At that time, I had been readmitted to the hospital due to nausea, vomiting and severe weight loss. I returned to my room frightened and discouraged, the hope I had felt all but gone.

During my long stay in the hospital, I spent many hours alone, reading, praying and just thinking about what was important in life. When I was faced with the real possibility of premature death, I considered things I wanted to do, but might not ever get the chance to. I didn't even think about fame, or fortune, or places I would never see. I thought about not seeing my ten year old son graduate from high school, or taking care of my parents in their old age, or growing old with my husband or ever knowing my grandchildren. It was for the chance to do these things that I wanted so much to live. When I left the hospital, I was ready to fight.

I decided to focus on the positive possibilities rather than the negative ones. I radically changed my diet to maximize my consumption of cancer fighting nutrients. I was able to experience the full depth of love of my family and friends who loved me, cared for me, prayed for me and helped me to see that I was not a statistic but a living, breathing person for whom there was still hope. I discovered that my faith was

enough to sustain me no matter what I had to face. I grew so much stronger and my life was so much richer, my purpose clearer because of my journey with this disease.

I have now been cancer-free for almost nine years and I am grateful for every new day. I live a full life, enjoying every day knowing that no other is promised. I am honored to participate in the Pancreatic Cancer Action Network's advocacy efforts and I am also privileged to speak to so many brave, strong survivors through the Patient and Liaison Services' Survivor and Caregiver Network. I know how much it would have meant to me to be able to speak to someone who had survived pancreatic cancer, so I am glad to be able to provide this hope to other people fighting this disease.

I hope that my story will help others know that you must never, ever give up hope.

PATIENT AND LIAISON SERVICES (PALS)

PALS offers information about treatments, clinical trials, symptoms and side effects, and support resources for patients and families facing pancreatic cancer. To learn more about the diagnosis of pancreatic cancer, call PALS toll-free at 877-272-6226 or send a question by email to pals@pancan.org.

PALS provides resources to support health professionals, as well. Our educational booklets for patients are available free of charge to health professionals, hospitals, and clinics. To request complimentary copies of our brochures and booklets, visit www.pancan.org/Healthcare/pancan.html or call 877-272-6226.

Patient and Liaison Services (PALS)

Monday - Friday
8AM - 5PM PST
Toll-free: 877-272-6226
Email: pals@pancan.org

SAVE THE DATE PANCREATIC CANCER SYMPOSIA

MINNEAPOLIS, MN / SEPTEMBER 12, 2008

LOS ANGELES, CA / NOVEMBER 14, 2008

PHOENIX, AZ / DECEMBER 5, 2008



NAVIGATING THE INSURANCE SYSTEM

Getting treatment for pancreatic cancer can be costly and confusing. Experiencing problems with insurance coverage is common. It is difficult to advise patients on how to address insurance problems because there are so many different plans with widely varying levels of coverage. In addition, many patients are not even sure of what specific services their health insurance plan provides.

TYPES OF HEALTH INSURANCE

Health insurance may be purchased from private insurance companies or be provided through government-sponsored programs. It may be purchased on a group basis or by individuals. Regardless of the program, individuals pay premiums into the insurance system to help protect them from paying the high costs of medical care when unexpected situations arise.

In the United States, there are many types of insurance coverage plans, but the most common are called managed care organizations. The most familiar forms of managed care are health maintenance organizations (HMOs) and preferred provider organizations (PPOs). HMOs usually offer low out-of-pocket expenses as long as all medical care is obtained within a given service area. A service area is usually defined by nearby zip codes or county lines. For treatment received outside of the service area, the out-of-pocket cost is usually much higher. In order to visit a specialist, a patient must be referred by their primary care physician.

In a PPO, a group of doctors, hospitals and other health-care professionals agree to provide care at reduced rates to the insurance company's clients. A PPO usually charges a higher out-of-pocket fee than an HMO at the time services are received. PPOs offer more flexibility by allowing patients to visit health professionals that are outside of their network by charging higher co-pays and billing patients for any excess costs. In addition, there is often a deductible for out-of-network expenses.

Medicare and Medicaid are health insurance plans sponsored by the federal government. Medicare is available to people who are age 65 and over or who meet other special criteria. Visit www.medicare.gov for details. Medicaid is a program for individuals and families with low incomes and minimal resources. Medicaid is jointly funded by state and federal governments so qualifications may vary by state.

FINDING HELP

There are ways to get help navigating the insurance system. If the doctor or office staff knows you are having trouble, they

may be able to help research your plan's coverage options. If that staff is not able to help, ask a social worker or case manager to assist with these questions. Many hospitals and cancer centers have specific oncology social workers. Social workers are professionally trained to provide resources regarding treatment, support groups, financial resources, home care, transportation assistance or end-of-life care.

Many patients encounter problems affording prescription drugs. There are several ways patients can get help paying for prescriptions. It is particularly helpful if a patient brings a list of the drugs approved by the insurance company to the doctor's appointment. If the doctor prescribes medications to manage symptoms, ask if a generic version is available that he/she feels is as effective as the brand name. Pharmacies in stores such as Wal-Mart and Target sell some generic drugs for \$4. For medications used to treat short-term conditions, ask your doctor if samples are available. Ask if your doctor knows of any programs that can help pay for brand name medications. Patients with limited income may also benefit from prescription assistance programs through the various drug manufacturers. The applications may be tedious, but the savings can be substantial.

Patients may experience further problems if they are taking medications that have not been approved by the U.S. Food and Drug Administration (FDA) for the treatment of pancreatic cancer. In order for any drug to be prescribed by a doctor, it must be proven safe and effective through clinical trials. When a doctor prescribes a drug for reasons that differ from the drug's FDA approved use, it is called an off-label prescription. Ask your health insurance provider what coverage is provided for off-label prescriptions or for medications taken as part of a clinical trial.

If your treatments are not covered by your health insurance plan, the insurance company may deny your claim for coverage. If your health plan denies your claim for any reason, you have the right to submit an appeal. The appeals process can be lengthy and requires a high level of organization. A non-profit organization called the Patient Advocate Foundation can offer advice, guidance and support during the appeals process. To reach the Patient Advocate Foundation, call 800-532-5274, email help@patientadvocate.org or visit their web site at www.patientadvocate.org.

Unfortunately, there is no simple way to solve problems involving health insurance. Other resources for prescription drug programs are available through the Patient and Liaison Services (PALS) program. For more information and resources, contact a PALS Associate M-F 8am-5pm PST.

PANCREATIC CANCER SYMPOSIA

The Pancreatic Cancer Symposium series are special in-person educational events throughout the year for patients and families. Most recently, Pancreatic Cancer Symposia were held in Tampa (March 1), Philadelphia (April 5) and Seattle (May 2). We thank our respective hosts for these Symposia - Moffitt Cancer Center, Thomas Jefferson University, and Virginia Mason Medical Center. The Symposia are free educational events, designed to bring together some of the nation's top oncology professionals in the field of pancreatic cancer with those facing this disease right now.

If you weren't able to make it to one of these events, we encourage you to view slides from the presentations on our website at www.pancan.org/Patient/Symposia_Archive.htm.

Please check www.pancan.org for information about our upcoming symposia. We invite you to attend and share the day with us.



Twenty-nine survivors joined hands in camaraderie at the Pancreatic Cancer Symposium – Tampa held at Moffitt Cancer Center.



Forty-five survivors enjoyed the Pancreatic Cancer Symposium – Philadelphia at Thomas Jefferson University.

PURPLESTRIDE CHICAGO RAISES OVER \$340,000



PurpleStride Chicago took place on Saturday May 3, and it was a huge success! The 5K walk has raised over \$340,000 to date and set attendance records for a Pancreatic Cancer Action Network event. Over 1600 participants gathered in Grant Park to walk along Lake Michigan and show their support for our community, including people from neighboring states.

Dr. Paul Grippo of Northwestern University, one of our research grantees and a member of the PurpleStride volunteer committee, served as Master of Ceremonies and recognized the many pancreatic survivors in attendance. Dr. Ron Davis, President of the American Medical Association, shared the story of his own pancreatic cancer diagnosis.

Dr. Davis' family and friends formed a walk team of over 70 members who wore matching shirts to the event. Also addressing the audience was Dr. Mark Talamonti, physician at Evanston-Northwestern Healthcare and Chairman of our Medical Advisory Council. Drs. Grippo, Davis and Talamonti helped inspire the already dedicated crowd and we sincerely appreciate their involvement.

A heartfelt thank you goes to everyone who supported this event, particularly Maureen Feck, Jessica Otis and their team of volunteers who worked so hard to bring this event to fruition. We look forward to seeing everyone again next year!

FEATURED EVENTS

ING MIAMI MARATHON AND HALF MARATHON RE-CAP

On January 27, members of the Pancreatic Cancer Action Network's Running Team participated in the ING Miami Marathon. Twenty-seven participants joined us from across the United States and raised over \$84,000. Each member trained for months in preparation for the event, all while raising an average of \$2500 each. For most, it was the first endurance event they had ever participated in.

Team members were joined by their friends and family in Miami for a pre-race pasta dinner. On race day, the runners gathered at the start line with our trainers for last-minute advice. We are proud to say that every runner finished their race, many beating their practice time. The day finished with a post-race lunch and celebration for all of the participants and their guests.

Thank you to our Running Team members for making this event such a success and helping us raise awareness and funds for pancreatic cancer. Registration for the 2009 ING Miami Marathon is now open, so for those who are interested in joining the team for either a half or whole marathon, please visit www.pancan.org/miamimarathon today!

Rounding out 2008, the Running Team is making stops in Kona, HI and Chicago, IL for a half-marathon and marathon, respectively. For more info or to support a runner in one of these events, please visit www.pancan.org/konamarathon or www.pancan.org/chicagomathon today.

SUMMER EVENTS FOR THE PANCREATIC CANCER ACTION NETWORK

This summer, cities around the country are buzzing with events aiming to raise money for and awareness of the Pancreatic Cancer Action Network.

Starting on June 14, our Bay Area affiliate will hold their 6th annual Walk through the Vineyards in Napa Valley, CA. This event has raised a combined \$150,000 in its first 5 years, and organizers intend to keep that number growing. Participants enjoy a walk through scenic St. Supery Vineyards, then

a light breakfast and live music. If you're looking for a reason to visit Napa Valley, this is a great one!

The next day, volunteers in Colorado prepare for the 2nd annual Longmont Leap, a 5K walk and 1-mile fun run in Longmont. Last year's event raised over \$13,000 and event organizers are excited to do even better this year.

PurpleStride Cleveland hopes to build on the momentum they've created over the last five years and hold their most successful event yet on June 21. The 5K walk and run, held in Bay Village, OH, brings together over 500 runners and walkers to celebrate life and support those affected by pancreatic cancer. Top fundraisers for the event are inducted into Casey's Club, named after the late Cleveland Browns announcer Casey Coleman.

Also on June 21, supporters in Colorado will have the opportunity to attend one of two events. In western Colorado, they can shoot for a hole in one at the 2nd annual Swing for Hope golf tournament, being held in Delta at the Devil's Thumb golf course. In the evening, those in the Denver area can attend A Celebration of Hope Dinner & Auction. This is the first large-scale event for our Denver affiliate and we're excited to see what they accomplish. The event will be held at the Mount Vernon Country Club in Golden.

Finishing out the month, the Pancreatic Cancer Action Network Running Team arrives in Kona, HI for the Kona Marathon and Half Marathon June 29. This event is the first for the team in Hawaii, and we're looking forward to making a splash on the Big Island!

Then it's back to the west coast for the 3rd annual Pan-CAN Night at AT&T Park, hosted by our Bay Area affiliate on July 18 in San Francisco. We've had a great turnout in the past two years for this event, and this year's outing is sure to be another fun night.

Finishing out the summer are our events in August, including Bowling for Hope in Cary, NC. Bowling for Hope, in its fifth year, brings local families together for a day of fun and bowling. The event, taking place August 9, also features



raffles and an auction just for kids.

The next day, at the Oak Glen Golf Course in Stillwater, MN, volunteers from the Nancy C. Hanson Legacy Golf Tournament will welcome golfers for their second annual event. Last year's outing raised over \$21,000 and this year's event is sure to be even more successful.

On August 17, our Pittsburgh affiliate will host its 5th annual Pick up the Pace for Pancreatic Cancer. Last year's event, held in Allison Park, hosted over 235 walkers and raised over \$35,000. Organizers hope to avoid last year's rain and make this summer's walk the best one yet. In its history, Pick up the Pace has raised \$400,000.

On August 23, our Bolingbrook affiliate hosts its 4th

annual Time for Hope concert in Plainfield, IL. Volunteers have had wonderful success for the past three years with this event, raising over \$40,000 through ticket sales and donations. This year's line-up will surely keep that tradition of success going.

Just before Labor Day and the unofficial end of summer, our Detroit affiliate will host its 2nd annual Links for a Cure event in West Bloomfield, MI. The Tam O'Shanter Country Club will once again host the event, which will feature dinner and entertainment in the evening.

To see a complete listing of our events, please visit www.pancan.org/Calendar

LEADERSHIP TRAINING WRAP-UP

On March 28, 2008, 137 members of the Pancreatic Cancer Action Network embarked on this year's Volunteer Leadership Training in Nashville, Tennessee. These volunteer leaders, including Affiliate Coordinators, Event Coordinators and Education and Outreach Coordinators, came together to connect with other volunteers, learn how to excel in their roles and share their group's best practices with one another.

Our volunteer affiliates represent the Pancreatic Cancer Action Network in their communities and help our organization reach more people every day. Thanks to their efforts, we've seen a substantial increase in our visibility in the media, in the number of people that use our PALS program, and the number of events held on our behalf over the past two years. Once a year these volunteers join staff to learn about what's going on with the organization, what lies ahead and what their roles are as volunteers in each campaign.

Over the course of this year's training, volunteers received instruction on topics ranging from recruiting volunteers to how our PALS program works, from our organization's media strategy to how we choose our research grant recipients. In addition, the volunteers were broken out into sessions designed specifically for their positions within each affiliate. As our affiliates develop a stronger presence in cities across the country, we want our volunteers to be local resources for those affected by pancreatic cancer. Having someone to reach out to in your community is invaluable, and we hope that the information provided during the training will serve our volunteers.

A huge thank you to everyone who was able to take time out of their busy schedules to join us! We hope that the knowledge gained over the weekend will help our affiliates grow in the year to come. See you next year!





SEATTLE CELEBRATES STRENGTH AND SPIRIT

The 2nd annual *A Celebration of Hope – Seattle* on May 3rd was a truly memorable evening. Nearly 400 attendees gathered to celebrate the strength and spirit of friends currently fighting the disease while honoring the memory of those we have lost. Guests enjoyed a wonderful reception, silent and live auctions, dinner and entertainment.

We were honored to be joined by some of the many talented local researchers and physicians working to find a cure, some of whom spoke at our patient symposium the day before at Virginia Mason Medical Center. Inspiring speeches were given by Virginia Mason physician Dr. Vincent Picozzi and Fred Hutchinson Cancer Research Center scientist Dr. Sunil Hingorani. They expressed the passion and talent with which they approach their work, and Dr. Picozzi even joined the musicians of the Stardust Follies to sing a few songs for us!

Following the program, guests took to the dance floor, where many of them would remain until the stroke of midnight. At press time, donations are still being counted but we project the event raised over \$200,000, making it one of our biggest volunteer-driven events in the nation. Special thanks go to the volunteer committee, headed by Marie Gunn, who put this extraordinary event together.

EVENT SUMMARY

OUTREACH ACTIVITIES

NATIONAL EVENTS

- ING Miami Marathon and Half Marathon January 27, 2008; Miami

ARIZONA

- Pies for PanCAN: November 2007; Phoenix

CALIFORNIA

- Kaiser Permanente San Francisco Half Marathon & 5K: February 3, 2008; San Francisco
- National Honor Society Bake Sale: January 9, 2008; Corona
- Pizza Party: February 24, 2008; Tustin

COLORADO

- 2nd Annual Gift Wrap for PanCAN: January 3, 2008; Keenesburg

FLORIDA

- Drive to Survive: January 5, 2008 – October 26, 2008
- Bake Sale in honor for Beth Almog: February 27, 2008
- Walk for Judy: March 8, 2008; Tampa Bay

GEORGIA

- A Celebration of Hope, In Memory of Angelo Pitillo: March 4, 2008; Atlanta
- Night at the Braves: May 17, 2008; Atlanta

HAWAII

- Tribute to Carol West: November 20, 2007; Kapaa

ILLINOIS

- Jeans on Friday at The Nalco Company: March 3, 2008; Naperville
- Baseball is Back! Bar Crawl For Cancer Research: March 29, 2008; Chicago
- Bolingbrook Affiliate Awareness Month Fundraiser: November 2007

IOWA

- 2nd Annual Becky Benz Memorial Fun Run/Walk: November 17, 2007; Mt. Pleasant

MARYLAND

- 1st Annual Bud Beatty Memorial Swim: March 12, 2008; Bel Air
- Leap Year Show; February 29, 2008; College Park

MASSACHUSETTS

- 2008 Boston Marathon: January 24, 2008; Boston
- Chili 4 Charity: February 26, 2008; Ludlow
- Dudley Middle School Dress Down Day: December 31, 2007; Dudley

MICHIGAN

- Cancer Awareness Week: March 12, 2008; Ann Arbor
- Pancreatic Cancer Awareness Day: November 4, 2007; Detroit



MINNESOTA

- Anna's Soup Night: December 1, 2007
- Spin-A-Thon: November 1, 2007; Minneapolis

MISSOURI

- Casual Friday for Charity Contribution: January 4, 2008; St. Louis

NEW JERSEY

- Denim Day at Atlantic Mutual Companies: November 16, 2007

NEW YORK

- 4-mile Run in Memory of Walter De Freitas: January 1, 2008; Mt. Vernon
- Quilt for Pancreatic Cancer: January 2, 2008; Unadilla
- Fuddruckers PanCAN Night: January 9, 2008; Capital Region/Saratoga
- Drinks for a Good Cause: January 17, 2008; New York City
- Success Magazine Bridal Show: February 17, 2008; Capital Region/Saratoga
- Cold Stone Creamery Spring Fundraiser: February 27, 2008; Capital Region/Saratoga
- 4th Annual Gail's Trail Run: December 2, 2007; Bedford
- Jeans For A Cause: December 3, 2007; Long Island

NORTH CAROLINA

- Scarves for PanCAN: January 17, 2008

OHIO

- Highland Drive School Pennies for PanCAN: February 15, 2007; Brecksville
- Max & Erma's FUN-draiser for PanCAN 2008; March 17, 2008; Canton
- Bengals/Browns Raffle and Benefit: December 4, 2007; Huber Heights
- New Year's Eve Benefit Bash for Pancreatic Cancer: December 31, 2007; Avon Lake

PENNSYLVANIA

- Pizza for PanCAN: November 8, 2007
- McDonald's Night: November 28, 2007
- Jean Day for Pancreatic Cancer: November 30, 2007

TENNESSEE

- Purple Cruise for PanCAN: November 18, 2007; at sea

TEXAS

- "World Rhythm Synergy" benefit; January 28, 2008
- Paws for Pancreatic Cancer: April 12, 2008; Houston

WISCONSIN

- 5th Annual Walk for a Cure: February 24, 2008; Greendale

PLEASE WELCOME OUR NEWEST AFFILIATE COORDINATORS!

Melissa Tobin – Sacramento, CA
 Kathy Hogan – Kansas City, KS
 Cindy Bittman - New Orleans, LA
 Kelly O'Brien – Buffalo, NY

Pancreatic Cancer Action Network affiliates educate their communities and raise awareness about pancreatic cancer. Affiliates are volunteer-based and host activities and events to help the Pancreatic Cancer Action Network fulfill its mission. If you are interested in events or volunteer opportunities, please contact us at volunteer@pancan.org or call us toll-free at (877) 272-6226.





DONOR OPPORTUNITIES

CREATE A PERSONAL FUND RAISING PAGE

Would you like to create a personal fundraising page to pay tribute to a loved one or simply to help support the cause? What a wonderful way to share your commitment to the fight against pancreatic cancer and to offer your friends and family a way to join in and support the cause that is most meaningful to you. Just go to <http://www.firstgiving.com/pancan> and customize your page today! You can share your personal story and then share the link with everyone that you know that will care about the cause!

INCLUDE THE PANCREATIC CANCER ACTION NETWORK IN YOUR ESTATE PLANNING

Everyone should create a will or a trust to ensure that the money that they have worked so hard for all of their lives will be shared as they desire when they pass on. Many people find that estate giving is a wonderful way to leave a legacy to support the mission of the Pancreatic Cancer Action Network. Please contact our Donor Relations department for assistance when planning your estate giving.

We have many other options available for planning giving as well. Please give us a call and we can you help to create an appropriate financial plan for your future gift.

CORPORATE PARTNERSHIPS

We are now offering corporate partnership opportunities for both local and national event coverage as well as national cause marketing opportunities for companies who desire to enhance their social consciousness efforts. Please contact our Corporate Relations department to discuss available opportunities. Please call Brian Doremus, Director of Corporate Relations, 877-272-6226 for more information.



MAKE A STATEMENT WITH OUR NEW CREDIT CARD!

By opening a Pancreatic Cancer Action Network Visa credit card, your everyday purchases can work harder and help raise much needed funds to advance research, support patients and create hope for those facing pancreatic cancer. The Pancreatic Cancer Action Network receives \$30.00 for every new account and .03% of all net retail transactions. No annual fee. Visit www.pancan.org/visa to sign up!

an
evening
with the
Stars
11TH ANNUAL GALA

SAVE THE DATE!

November 15, 2008
Beverly Wilshire Four Seasons Hotel

RAISE THE CURE RECEPTIONS

Our exciting new **RAISE THE CURE** initiative has now rolled out! In addition to the governmental side of the initiative that includes advocating to Congress for support and implementation of our *National Plan to Advance Pancreatic Cancer Research* with an initial investment of \$170 million dollars, we are also committing to raising \$25 million in private dollars for investment in the robust research portfolio that has been created for this new initiative.

RAISE THE CURE receptions are a way for people across the country to extend their personal passion for the cause to their friends and colleagues in a private reception setting where people will come together to learn about the cause, meet a survivor, hear from a medical professional about the urgency of funding pancreatic cancer

research and ultimately be asked to commit their personal financial support for the cause.

Our inaugural reception was hosted by Jason & Susie Kuhn at the home of Blossom Liebowitz on February 28th in Tampa, Florida. Jason Kuhn shared the touching story about his father's battle with pancreatic cancer, two prestigious doctors from the Moffitt Cancer Center spoke about the urgency of funding pancreatic cancer research and Chris Calaprice, an almost five year survivor of pancreatic cancer spoke about what research means to his continued survival. Jason closed with a heartfelt appeal for support and expressed appreciation for all the guests who made personal contributions to make a difference in the fight against pancreatic cancer.



It was an amazing event that was attended by over 120 friends and colleagues of the Kuhns who came together and generated over \$70,000 in support of **RAISE THE CURE**.

We are looking for people to host receptions in all areas of the country. If you have an interest in hosting a reception in your home or community, please contact our Donor Relations department for information.

FRIENDSHIPS INSPIRE THE GIFT OF RESEARCH



answers for pancreatic cancer. This came as a wonderful and heartfelt surprise to Connie who is battling pancreatic cancer. The announcement was made by Eileen Glasser

At the recent A Celebration of Hope – Seattle, the announcement was made that a research grant in Connie Williams' name would be made to a scientist dedicating their career to finding

Wesley, a very close friend who gathered together Connie's large group of friends to create a lasting legacy in her name. The Constance Williams Pancreatic Cancer Action Network – AACR Career Development Award will be bestowed upon researcher Marie-Christine Daniel, PhD, University of Maryland, Baltimore County, MD. "Connie has touched and inspired so many people in her lifetime, and we came here together to pay tribute to our dear friend and treasured colleague. The moment, and the opportunity to honor Connie was unforgettable for everyone in the room. Actually, I think unforgettable is an understatement ... anyone who was there will hold the moment in their hearts forever." said Eileen Glasser Wesley.



PANCREATIC CANCER ACTION NETWORK

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SHOP FOR A CAUSE!

It's easy to raise awareness by purchasing the latest Pancreatic Cancer Action Network accessories: purple ribbon print necktie, new logo sweatshirts, bracelets, necklaces and earrings with authentic Swarovski crystals, and great home and office accents.

WWW.PANCAN.ORG/STORE

CALENDAR OF EVENTS

DATE	EVENT NAME	CITY, STATE	CONTACT
6/14/08	6th Annual Walk through the Vineyards	Rutherford, CA	Michelle Monhart, mmonhart@pancan.org
6/14/08	Tom Skram Memorial Fun Run	Le Mars, IA	Michael Skram, mikeskram@comcast.net
6/15/08	Longmont Leap	Longmont, CO	Shawna Busby-Hirman, busbyalex7@msn.com
6/21/08	2nd Annual Swing for Hope	Delta, CO	Cyndi Fleming-Williams, cfleming@pancan.org
6/21/08	Celebration of Hope Dinner & Auction	Golden, CO	Jim Blackburn, jblackburn@pancan.org
6/21/08	PurpleStride Cleveland 2008	Bay Village, OH	Trish Reed, reedt@playhousesquare.org
6/21/08	Framingham 5k Road Race	Framingham, MA	Stacey Macaudda, smacaudda@pancan.org
6/27/08	Outdrive Pancreatic Cancer	Annandale, NJ	Mary Anne Travisano, rtravisano@verizon.net
6/29/08	Kona Marathon and Half Marathon	Kona, HI	Jennifer Morabito, jmorabito@pancan.org
7/1/08	Minnesota Twins Night Out	Minneapolis, MN	Toni Dachis, tdachis@pancan.org
7/11/08	4th Annual Mary Diaz Bill Copeland Mem. Tennis Tourn.	Columbus, OH	Philip Diaz, Philip.Diaz@osumc.edu
7/18/08	3rd Annual PanCAN Night at AT&T Park	San Francisco, CA	Michelle Monhart, mmonhart@pancan.org
8/9/08	Chuck Birnstihl Horseshoe Tournament	Scanlon, MN	Toni Johnson, tonijohnson16@msn.com
8/9/08	Bowling for Hope 2008	Cary, NC	Peggy Brescia, pbrescia@nc.rr.com
8/9/08	PurpleStride Island Run	Stone Harbor, NJ	Evan Wade, evan@brightverse.com
8/10/08	2nd Annual Nancy C. Hanson Legacy Golf Tourn.	Stillwater, MN	Jean Hanson, jhanson@life-source.org
8/23/08	4th Annual Time for Hope	Plainfield, IL	Audrey Montalto, amontalto@mbfinancial.com
8/23/08	5th Annual Movin' & Groovin'	Richmond, VA	Rene Hypes, srhypes@msn.com
8/25/08	Links for a Cure	West Bloomfield, MI	Amy Ruckle, amy_ruckle@gmail.com