

OUTREACH

VOL VIII - ISSUE 3 - OCTOBER 2008



Selling lemonade at the 16th annual Treasures on the Green, Worthington, OH

ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

MESSAGE FROM THE CHAIRMAN OF THE BOARD



Dear Pancreatic Cancer Action Network Friends:

As many of you know, we lost a dear friend and advocate in Randy Pausch this past July. Dr. Pausch, the Carnegie Mellon professor who delivered *The Last Lecture* speech was also a loving husband, a devoted father, and a mentor who not only influenced and inspired his students and colleagues, but went on to inspire millions of people to follow their hearts and their dreams. Randy was the first celebrity figure to use his notoriety to raise the visibility of pancreatic cancer. We will be forever grateful for his support and commitment, and we will continue to carry on his legacy through our work.

One of the many things that Randy Pausch did was to go to Washington DC for our organization. He played an instrumental role in the launch of the *National Plan to Advance Pancreatic Cancer Research* by joining us in meetings with key Members of Congress and by testifying to the House Appropriations Committee's Subcommittee on L-HHS in March. Please help us continue his work by joining us in Washington DC March 30 - 31, 2009 to tell your Members of Congress why an increase in funding for pancreatic cancer research is so important (see page 5 for more details).

We are excited to announce that we will be funding over \$1.2 million in new research grants in FY08-09. We are also working on some other exciting research initiatives to expand our research portfolio (read more on page 4) in conjunction with our RAISE THE CURE campaign. Our goal is to raise \$25 million over the next three years for research to help expedite progress.

Pancreatic Cancer Awareness Month is almost here! In November, we will once again ask you to RAISE YOUR VOICE! The visibility created during the month of November from all of your efforts helps to raise awareness, advance research, support patients and create hope. Please read inside this newsletter and visit our website about how you can RAISE YOUR VOICE during the month of November. Thank you for your continued support and enthusiasm!

Warm Regards,

Jason Kuhn
Chairman of the Board

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DR. BAR-SAGI APPOINTED NEW CHAIRMAN OF SCIENTIFIC BOARD



The Pancreatic Cancer Action Network is pleased to announce the appointment of Dafna Bar-Sagi, PhD, as Chairman of its Scientific Advisory Board (SAB). She succeeds Tony Hollingsworth, PhD, who has participated on the SAB since its inception in 1999 and became its first Chairman in 2005. Currently comprised of 12 leading scientists and clinicians who specialize in pancreatic cancer, the SAB keeps the organization apprised of emerging developments in the scientific community and provides counsel and guidance on the direction, design and scope of our research grants program, scientific policy, and government relations.

"We are thrilled to have Dr. Bar-Sagi as our Scientific Advisory Board Chairman," commented Julie Fleshman, President and CEO. "The organization's strong growth in recent years makes her vision and leadership particularly timely as we set the framework in place for advancing research to the next level."

Thanking Dr. Hollingsworth for his contributions, Julie stated, "The organization owes him a great debt of gratitude

for his stewardship during the past three years. During this time, our Grants Program diversified and grew significantly, and we launched RAISE THE CURE: *The National Plan to Advance Pancreatic Cancer Research*."

Dr. Bar-Sagi commented, "The Pancreatic Cancer Action Network has a unique mission and strong track record. It is leading the way in funding research and building a cadre of scientists dedicated to making breakthroughs in our understanding of pancreatic cancer. It is truly an honor to be part of this organization."

After earning her undergraduate and master's degree in Biochemistry from Bar-Ilan University in Israel, Dr. Bar-Sagi completed a PhD in Cell Biology at the State University of New York, Stony Brook (SUNY). She received postdoctoral training and eventually served as Senior Staff Investigator at Cold Spring Harbor Laboratory in Long Island. In 1995, she joined the faculty of the Department of Molecular Genetics and Microbiology at SUNY and served as Department Chair from 2003-2006. She relocated to New York University Medical Center in 2006, where she is currently Professor and Chair of the Department of Biochemistry.

OVER \$1.2 MILLION IN RESEARCH GRANTS AVAILABLE FOR 2009 APPLICATION DEADLINE – NOVEMBER 10

The Pancreatic Cancer Action Network is partnering again this year with the American Association for Cancer Research (AACR) to provide over \$1.2 million in pancreatic cancer research grants. Three types of grants are available: Pilot Grant, Career Development Award, and Fellowship Award. Information about eligibility criteria and application procedures can be found online at http://pancan.org/Research/AACR_grants08.html. Deadline for submission is November 10, 2008 at noon. Applicants will be notified of funding decisions in early 2009.

Grant recipients are selected using a peer-review system administered by the AACR to ensure the very best science in the country is funded. Located in Philadelphia, the AACR is the oldest and largest scientific organization in the world focused on innovative and rigorous cancer research. Our

grant selection process emphasizes originality and scientific credibility and helps ensure that funded investigators have the experience and are in the right scientific environment to successfully implement their proposed projects.

Since 2003, the Pancreatic Cancer Action Network has awarded 38 grants totaling over \$3.7 million. These funds have jump-started the careers of young scientists in the field of pancreatic cancer research and have provided seed money to both senior and junior investigators to develop innovative models and new ideas that can be leveraged with larger grants.

For additional information about the Grants Program, please contact Rhonda Aizenberg, PhD, at raizenberg@pancan.org.

BIOSPECIMEN REPOSITORY PROJECT FOR PANCREATIC CANCER RESEARCH

The Pancreatic Cancer Action Network has embarked upon a research project to bring together experienced clinical and basic scientists from various institutions to create a collaborative, shared pancreatic cancer biospecimen repository.

The study of pancreatic tissue samples holds many answers related to early detection, diagnosis and treatment of pancreatic cancer. However, the precious resource of high quality pancreatic tissue is extremely limited. In order to make meaningful discoveries, it is necessary to study larger numbers of samples. The relatively low incidence of pancreatic cancer means fewer tissue samples to study at any one institution. Furthermore, the number of tissue samples is hindered by the low resectability rate; less than 20% of pancreatic cancer patients can have their tumors surgically removed and studied. Several institutions do maintain their own pancreatic tissue banks, but few are able to obtain the number or variety of samples necessary for significant scientific discoveries or have adequate resources to fully characterize their samples.

THE NEED

Nearly all pancreatic cancer researchers agree about the need for access to high quality pancreatic cancer tissue on which to perform various studies. Furthermore, researchers need access to accompanying patient data and molecular analyses of pancreatic cancer tissue. Large data sets are necessary in order to make statistically significant discoveries.

THE CAPTURE PROJECT

One central repository of high quality, well-characterized pancreatic tissue samples that can be shared by scientists across institutions would be of tremendous value to the research community. Over the next year, the Pancreatic Cancer Action Network will begin leading the efforts for a collaborative biospecimen repository. We have named this project the Completely Annotated Pancreatic Tumor Repository or the Capture Project.

As we work to put together a plan for this project, it will have four elements that we will examine: 1) Tissue Bank, 2) Patient Outcomes Database, 3) Molecular Analyses and 4) Primary Tumor Explants.

1) Tissue Bank: Pancreatic tumor tissue from patients

undergoing surgery at participating institutions would be acquired and stored through strictly standardized methods. Other biospecimens (blood, serum) would also be stored in this bank.

2) Patient Outcomes Database: This database would store information about patients, including demographics, diagnosis, treatments received, CA 19-9 tumor marker measurements, lab results, imaging tests, and survival data that corresponds to the tissue samples in the Tissue Bank (above).

3) Molecular Analyses: A variety of molecular analyses would be performed on the tumor tissue from patients. Researchers would be looking for unique gene expression in tumor tissue, compared with uninvolved pancreas tissue or other biospecimen samples. Furthermore, gene mutations that are common amongst patients' tumor tissue may provide targets for treatment discovery. Data on the molecular analyses would be stored and accessible for researchers and can be correlated with patient outcome information.

4) Primary Tumor Explants: Explants are derived directly from human pancreatic tumors. A piece of tumor from an individual patient is inserted into a mouse (under the skin, directly into the pancreas, or into another organ). The tumor lives and grows in the mouse much the same as it would in the human. Researchers can use these mouse models to test new therapeutic agents and combinations and even for testing selected drugs for the patients who originally donated the tumor tissue in order to personalize their treatment.

By providing a central repository, the Capture Project would offer researchers access to a greater number of high quality tissue samples, acquired through standardized procedures at the institutions, as well as corresponding patient data and molecular analyses. Ultimately, research on these tissues may lead to broadly applicable and long overdue early detection tools, biomarkers and effective therapies.

If you would like to support the Capture Project and our RAISE THE CURE initiative by becoming a member of the Pancreatic Cancer Action Network's Visionary Circle, please contact Pamela Acosta Marquardt at 877-272-6226 or pmarquardt@pancan.org.

RAISE YOUR VOICE FOR ADVOCACY – IN NOVEMBER & ALL YEAR LONG!

In November, we ask that you Raise Your Voice by helping us to start a year round movement of hope - by taking action right in your own home. If you've taken action this year at www.pancan.org/Public/take.html then you know that we count on you to act on our Action Alerts all year round to help build up our collective voice in Congress. With that voice, we can leverage millions more in federal research funding for pancreatic cancer investigators. During November, we ask you to go to www.pancan.org/Public/take.html and sign up yourself and *5 friends* for our Action Alerts.

Not sure what an Action Alert is? Action Alerts are easy! Just go to the website at www.pancan.org/public/take.html and type in as much or as little about your own experience as you choose into a pre-written advocacy message. Then hit

"Send." We'll make sure it's delivered directly to your Senators and Representative.

That's all you have to do to help us build our message into a nationwide movement that could bring *millions* more to our hardworking researchers. This year alone, more than 16,000 messages have gone straight from pancreatic cancer advocates across the country - just like you, to the desks of members of Congress in Washington, D.C. But we need you to act to help make our voice heard. So, don't wait! Sign up yourself and *5 friends* today at www.pancan.org/Public/take.html and Raise Your Voice now, and **all year long!**

Don't forget to mark your calendars for 2009 Advocacy Day: **March 30th - March 31st in Washington, D.C.** Look for details on www.pancan.org next month!

GET OUT AND VOTE ON NOVEMBER 4TH

Please don't forget to Raise Your Voice on Election Day! Take the time to find out about the candidates, be sure you are registered to vote prior to your state's registration deadline, and give yourself time on Election Day, November 4th, 2008 to make it to the polls before they close. No matter who you support, please make sure that your voice is heard! Get out and vote on Tuesday, November 4th.



JOIN US FOR THE 3RD ANNUAL
ADVOCACY DAY
 MARCH 30TH - 31ST 2009
 WASHINGTON, DC

ONLINE REGISTRATION OPENS NOVEMBER 3, 2008
GO TO WWW.PANCAN.ORG
PLEASE REGISTER EARLY AS SPACE IS LIMITED

SHOP PURPLE IN NOVEMBER!

CHECK OUT THE NEW ONLINE STORE!

Are you ready to raise awareness by showing off your purple? We've made it even easier for you to shop online where you will find official Pancreatic Cancer Action Network merchandise, such as awareness wristbands, t-shirts, sweatshirts, hats and more! Visit www.pancan.org/store today and stock up on all things purple!



MAKE EVERY DAY MATTER DURING PANCREATIC CANCER AWARENESS MONTH

The late Dr. Randy Pausch made every day matter in his public fight against pancreatic cancer, the 4th leading cause of cancer deaths in the U.S., and helped shine a national spotlight on this disease and got people talking. By sharing his story, Dr. Pausch helped put a face to the disease. We need your help to keep the conversations going by raising your voice to advocate for increased federal research funding and/or raise awareness in your community. Raise your voice this November and get involved. You can also join one of our local affiliates and raise awareness all year 'round.

Go to www.pancan.org/volunteer to find an affiliate near you.

Remember, make every day matter during the month of November. Share your personal story and let everyone know why they need to pay attention to this terrible disease. Ask everyone you know to raise their voice. Go to www.pancan.org/raiseyourvoice and take action!

RAISE YOUR VOICE

- 1 Tell your friends
- 2 Write your elected officials
- 3 Write the editor of your local paper
- 4 Create a personal online fundraising page
- 5 Picture Your World Purple Weekend November 14-16
- 6 Make a donation

RAISE YOUR VOICE IN NOVEMBER

PICTURE YOUR WORLD PURPLE WEEKEND NOVEMBER 14-16

Show the world your purple side and raise awareness for pancreatic cancer. You have three days to "purple it up!" With just three easy steps you could be one step closer to winning our annual contest and appearing in our Outreach Newsletter and on our website!

See details below and get creative!

On November 14, 15 or 16, take a picture of your "purple world" (house, neighborhood, car, office, room, community center, etc) and send a high-res (300 dpi) file to volunteer@pancan.org. Imagination and creativity counts! Think big, think many, think original - THINK PURPLE! View last years winners at www.pancan.org/raiseyourvoice/pywp_winners.html !!

When you send us your picture, be sure to tell us why you are raising your voice about pancreatic cancer. Please include your city, state and the name of your group (office, school, family, etc).



Submission deadline is Sunday, November 30, 2008.

Winners will be notified by email by December 15, 2008.

Remember, be creative, have fun and know that your efforts will really make a difference and help raise awareness for pancreatic cancer.



SHOP THE 6TH ANNUAL Z GALLERIE SHOPPING WEEK TO BENEFIT THE PANCREATIC CANCER ACTION NETWORK

November 3rd - 9th

Z Gallerie proudly supports the Pancreatic Cancer Action Network. In memory of Shirley Zeidan, Z Gallerie will donate a portion of the proceeds from ALL sales* during Shopping Week directly to the Pancreatic Cancer Action Network.

Visit www.zgallerie.com to find a store near you or purchase online.

ZPA cardholders only will save 10% on purchases, no limit.

**Excludes sale merchandise and cannot be combined with any other offer or discount.*

EVENT SUMMARY (MAY-JULY)

OUTREACH ACTIVITIES

NEW LOOK FOR EVENTS

As many of you know, the Pancreatic Cancer Action Network has a new logo; updating our brand identity to match our position as a leader in the pancreatic cancer community. To go along with our new look, we've re-named many of our events across the country so that no matter where you go, you know you're at a Pancreatic Cancer Action Network event.

Many of our walks and runs are now called PurpleStride, and prominently feature our signature color. PurpleStride events are taking place in communities around the country this year, including: Atlanta; Maryland; Central Ohio; Chicago; Iowa; Lake Charles, LA; Long Island, NY; Orlando; Philadelphia; and Stamford, NY.

Another event we're proud to feature is PurpleRide, a bicycle event that got its start in Minneapolis. Volunteers in our Twin Cities Affiliate have done such a fantastic job creating their event that we're taking their example and replicating it in other cities. Just last year the event raised over \$250,000!

Look for these events in your community in the months to come!

WELCOME NEW AFFILIATE COORDINATORS

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.

Please welcome our newest Affiliate Coordinators!

Carol Williams: Alabama – Birmingham
 Lauren DeMoss: Alabama – Birmingham
 Marnie Reed: Florida – Broward/Palm Beach
 Ann Natyzak: New York – Manhattan
 Annette Fetty-Santilli: West Virginia
 Deborah Wittrock: Wisconsin – Milwaukee

CALIFORNIA

- Art for Action: May 10, 2008; Long Beach
- AV Ride to Remember: May 31, 2008; Lancaster
- Derrick Ward Memorial Car Show: April 13, 2008
- Evening at PETCO Park: June 5, 2008; San Diego
- Fishing for a Cure: July 19, 2008; San Diego
- Fundraiser for a Cure: June 14, 2008; Anaheim
- Jazz Concert: April 13, 2008; Los Angeles
- PanCAN Night at AT&T Park: July 18, 2008; San Francisco
- Ruby's "Fun-Raiser" Night: April 13, 2008; Corona Del Mar
- Walk Through the Vineyards: June 14, 2008; Napa Valley

COLORADO

- Longmont Leap: June 15, 2008; Longmont
- Swing for Hope: June 21, 2008, Delta
- Celebration of Hope Dinner & Auction: June 21, 2008; Denver

CONNECTICUT

- Trails to a Cure: May 18, 2008; Chester
- Steve Hatje Golf Tournament: July 29, 2008; Wallingford

FLORIDA

- Walk on Water's "Wish List" Event: May 1, 2008

GEORGIA

- Drive to Survive Atlanta Race: May 4, 2008; Braselton
- Night at the Braves: May 17, 2008; Atlanta

HAWAII

- Kona Marathon and Half Marathon: June 29, 2008; Kona

ILLINOIS

- Strat's Birthday: May 2, 2008; Vernon Hills
- 5K Walk With the Dogs: June 7, 2008; Nashville
- Pancreatic Cancer Concert With Brooke Barrettsmith: June 7, 2008; Indian Creek

INDIANA

- Pancakes for PanCAN: July 4, 2008; Bloomington

IOWA

- Tom Skram Memorial Fun Run: June 14, 2008; Le Mars

KANSAS

- Hospital Hill Run: June 7, 2008; Kansas City

KENTUCKY

- Kentucky Derby Festival: April 1, 2008

LOUISIANA

- 5K Fleet Feet Fiesta: May 2, 2008

MARYLAND

- Bowling for Hope: April 6, 2008; Huntingtown
- Action for a Cure: June 14, 2008; Glendale
- Rocky Hill Basketball Game: June 16, 2008

MASSACHUSETTS

- Alison Takacs Fundraising Event: June 14, 2008; Acton
- Framingham 5K Road Race 2008: June 21, 2008; Boston

MICHIGAN

- Lionheart Classic: April 6, 2008; Rochester Hills

MINNESOTA

- Ride for a Cure: May 17, 2008; Montrose
- Pancreatic Cancer Awareness Fundraiser: June 4, 2008; Minnetonka
- Sample Night Live Supports PurpleRide: June 4, 2008; Minneapolis
- Bill Anderson Charity Golf Classic: June 16, 2008; St. Paul
- Jim Haugen Memorial Golf Classic: June 21, 2008; Forest Lake
- Take Me Out to the Ball Game: July 1, 2008; Minneapolis

MISSOURI

- St. Louis Cardinals PanCAN Night: May 3, 2008; St. Louis
- Quilt for Pancreatic Cancer: May 26, 2008; Seymour
- Robert Dameron Memorial Golf Tournament: June 23, 2008; Independence

NEW JERSEY

- Outdrive Pancreatic Cancer: June 30, 2008; Annandale

NEW YORK

- Spring Spin—Great Escape and Splash Kingdom: March 20, 2008; Lake George
- Charity Choice for Pancreatic Cancer: May 8, 2008; Chappaqua
- 2008 Tulip Festival: May 10, 2008; Albany
- Cookin' Up a Cure: May 13, 2008; New York City
- David Siegriea Memorial Walk: May 24, 2008
- Bracelets for Pancreatic Cancer: June 23, 2008
- Teddy's Day in the Park: June 28, 2008; Flushing
- Tom Gorman Memorial Golf Tournament: June 28, 2008; Mechanicville

NORTH CAROLINA

- Coin War Competition: June 20, 2008

OHIO

- Cut for a Cure: April 12, 2008; Blue Ash
- Bowling for a Cure 2008: May 4, 2008; Warren
- Happy Hour Fundraiser for PanCAN: May 9, 2008; Columbus
- Tom Hearn Memorial Cruise-in for a Cure 2008: May 10, 2008; Navarre

- Carol Lyle Memorial Concert: May 11, 2008; New Concord
- Tim Valerio Golf Memorial: May 17, 2008; Clayton
- Crayons Pink Lemonade Stand: June 21, 2008
- PurpleStride Cleveland 2008: June 21, 2008; Bay Village
- Sunkist Lemonade Stand for Ron Schindler: June 23, 2008
- Mary Diaz Bill Copeland Memorial Tennis Tournament: July 11, 2008; Columbus
- WoodSticks & Strings Jam Concert: July 18, 2008; Waynesville
- Columbus Affiliate Garage Sale & Lemonade Stand: July 19, 2008; Worthington

OREGON

- Night with the Beavers: July 19, 2008; Portland

PENNSYLVANIA

- 2008 Blue Cross Broad Street Run: May 4, 2008; Philadelphia
- Hope for Life: March 7, 2008
- Scranton/Wilkes-Barre Affiliate Cell Phone Drive: May 1, 2008; Scranton/Wilkes-Barre

- Dale Pokorney 5K Run/Walk: June 7, 2008; Sharpsville
- Jeans Day at Del Monte Foods: July 11, 2008; Pittsburgh

TENNESSEE

- Awareness Event at Middle Tennessee University: April 15, 2008

TEXAS

- Paws for Pancreatic Cancer: April 12, 2008; Houston
- Master Pancake Theater: June 11, 2008; Austin
- Pancreatic Cancer Awareness Night: June 17, 2008; Round Rock

UTAH

- "Only Hope" Pancreatic Cancer Awareness Concert: April 24, 2008; Ivins

VIRGINIA

- Battle for a Cure: April 14, 2008; Newport News
- Cooking for a Cure Cookbook Fundraiser: May 1, 2008; Richmond
- Meaghan's Awareness Fundraiser: May 24, 2008; Virginia Beach
- Rock With Reason—A Benefit Concert: June 13, 2008; Richmond

WASHINGTON

- Celebration of Hope Dinner & Auction: May 3, 2008; Seattle
- Mark's "Cookin' Up a Cure" Fundraiser: July 19, 2008; Puyallup

WEST VIRGINIA

- Purple Power Night: July 1, 2008; Charleston

WISCONSIN

- Moving Viewing Fundraiser—Crazy 'Bout Swayze: March 12, 2008; Madison
- The Green Room Open: July 27, 2008; Sheboygan



FEATURED EVENTS

OCTOBER EVENTS

Next month is National Pancreatic Cancer Awareness Month, but our volunteers work hard all year to raise awareness and funds for pancreatic cancer. This October, Pancreatic Cancer Action Network supporters will participate in events ranging from a grueling marathon to a country-western barbecue dinner, all to further our great cause.

Kicking off the month, our New Jersey Affiliate hosts its 2nd Annual Family Picnic on October 5th. Last year's event, held at the Deutscher Club in Clark, raised over \$10,000 and volunteers are looking forward to another successful outing.

The following week, on October 11th, our Chattanooga Affiliate will host their first-ever PurpleStride event. Participants can choose to walk a 5K route or a 1-mile route. Both routes take participants through Coolidge Park along the city's Northshore waterfront.

On Sunday the 12th, the Pancreatic Cancer Action Network Running Team blows into the Windy City to participate in the Bank of America Chicago Marathon. This is the first time the team has participated in the event and we're excited to be a part of it.

That same day, PurpleStride Maryland takes place in Bel Air, approximately 30 miles northwest of Baltimore. This third annual event features both a 5K and 2-mile walk/run. Families can also enjoy face-painting and gymnastics for the kids, along with a silent auction and raffle. The walk starts

and ends at the Bel Air Hyundai Showroom and volunteers hope to exceed last year's fundraising total of \$76,000.

Also on the 12th, our Pittsburgh Affiliate will take part in the Randy Pausch Memorial Fund Flag Football Tournament. The inaugural event will take place at the South Park Fairgrounds and proceeds benefit the Pancreatic Cancer Action Network.

In Texas, our Fort Worth Affiliate invites guests to kick up their heels on the 18th at the 7th Annual Ol' Country's Boot Scootin' event. Participants can dance to live music and enjoy tasty Texas-style barbecue.

Our St. Louis affiliate will light up the city on the 21st with their second annual Light Up the Night with Hope gala. Last year's event was a smashing success and raised close to \$100,000. Over 350 people attended and enjoyed a talk by guest speaker Dr. William Hawkins, MD, who is an Assistant Professor of surgery at Washington University. Dr. Hawkins is also a past grant recipient of the Pancreatic Cancer Action Network. This year's event will take place at the Saint Louis Science Center and features a silent auction, hors d'oeuvres and a chocolate extravaganza. Guests will also enjoy live jazz throughout the evening.

Finishing out the month is PurpleStride Orlando, taking place on the 25th. This is the second 5K walk for our Orlando Affiliate and they look forward to building on last year's success.

JOIN THE SURVIVOR AND CAREGIVER NETWORK AND HELP OTHERS

Are you a survivor of pancreatic cancer or currently caring for a pancreatic cancer patient and would like to lend support to others? The Survivor and Caregiver Network is a group of volunteers who communicate with other patients and caregivers by phone or email as a source of support, hope, and inspiration.

Volunteers in our Survivor and Caregiver Network receive phone calls and emails from people affected by pancreatic cancer who contact our Patient and Liaison Services (PALS) program for support resources and other information about pancreatic cancer. Our PALS Associates match callers with volunteers according to the patient's personal situation, such as his or her diagnosis, treatment history, and other factors such as geographic location, gender, and age.

Survivor volunteers in the Survivor and Caregiver Network range from individuals who have had surgery for their cancer to those who were diagnosed with advanced pancreatic cancer, as well as those diagnosed with rare forms of pancreatic cancer. Survivor volunteers may be currently undergoing treatment or beyond that point in their pancreatic cancer journey. Our caregiver volunteers also have a range of experiences in caring for differing diagnoses across a variety of relationships. Whatever your situation, you have

valuable experiences to share. If you are at a point in your journey that you feel you would be able to lend support to others, the Survivor and Caregiver Network may be the right place for you to volunteer and donate your time and efforts.

While volunteers in the Survivor and Caregiver Network are not intended to provide any form of medical advice or treatment recommendations, they are a tremendous source of support and hope to those with whom they connect. PALS Associates frequently match callers with Survivor and Caregiver Network volunteers as in-person pancreatic cancer support groups are not always available. Because pancreatic cancer patients, caregivers, and friends find it particularly helpful to speak with someone who has been in a truly similar situation, the Survivor and Caregiver Network is an invaluable resource for the pancreatic cancer community.

To join the Survivor and Caregiver Network and share your experiences as a volunteer, or if you have any questions, please contact Megan Moffitt toll-free at 877-272-6226 or by email at mmoffitt@pancan.org.

To be connected with a current volunteer in the Survivor and Caregiver Network to gain support from others, you may contact a PALS Associate toll-free at 877-272-6226 or email pals@pancan.org.



SET THE PACE FOR PROGRESS
JOIN THE PANCREATIC CANCER ACTION NETWORK RUNNING TEAM
ING MIAMI MARATHON AND HALF MARATHON / JANUARY 25, 2009
REGISTER AT: WWW.PANCAN.ORG/MIAMIMARATHON

SAVE THE DATES
PANCREATIC CANCER SYMPOSIA

LOS ANGELES, CA - NOVEMBER 14, 2008
PHOENIX, AZ - DECEMBER 5, 2008

FOR MORE INFORMATION, VISIT WWW.PANCAN.ORG

NUTRITION FACTORS AND THE RISK OF PANCREATIC CANCER

By Julie Meddles, RD, LD



When diagnosed with pancreatic cancer, one may wonder if something (or lack of something) in the diet caused the cancer. It is important to acknowledge that no clear associations exist between nutrition and the development of pancreatic cancer, but some associations are being examined. This article provides a brief update of the recent research on the

possible links between nutrition and pancreatic cancer.

TYPE 2 (DIABETES MELLITUS)

There is a recognized link between type 2 diabetes and pancreatic cancer, however, the exact relationship is not clear. Does type 2 diabetes put people at increased risk of pancreatic cancer or is diabetes an indicator of pancreatic cancer? According to the American Diabetes Association, most of the people who get type 2 diabetes are overweight. It can also be asked whether it is the diabetes or obesity contributing to cancer.

Most literature indicates that having type 2 diabetes for five years increases the risk of pancreatic cancer. The mechanisms are still unknown, but the role of high blood glucose levels and resulting increase in insulin is under scrutiny.

In a large study, diets of women diagnosed with pancreatic cancer during 18 years of monitoring were examined. Investigators evaluated dietary records for carbohydrate intake and glycemic index. Glycemic index is the blood sugar response for each gram of carbohydrate. The association between a diet high in carbohydrates and pancreatic cancer was most apparent in overweight women (Body Mass Index (BMI) greater than 25). Impaired glucose metabolism may play a role, and dietary carbohydrates may only be a risk factor in those who are sedentary and overweight or who already have insulin resistance.

High sugar intake, such as from soft drinks, contributes to a high glycemic load. Since there has been a link of glycemic load to the risk of diabetes, it is logical to question whether it is associated with pancreatic cancer risk.

Findings of recent studies have not confirmed that high glycemic index, glycemic load and intake of carbohydrates increase risk of pancreatic cancer.

A recent study concluded that higher fasting blood glucose levels were associated with an increase in the number of cancer cases and deaths. High blood sugar and diabetes almost doubled the risk of developing pancreatic cancer for men and more than doubled the risk of developing pancreatic cancer for women. Simply put, evidence is building and indicates that having diabetes or being at risk for diabetes is a risk factor for developing pancreatic cancer. The question remains: is diabetes a true risk factor or does pancreatic cancer cause diabetes?

OBESITY AND PHYSICAL ACTIVITY

Studies over recent years support that obesity increases the risk for pancreatic cancer. Similar to the link with diabetes, the mechanisms of this association needs further investigation.

As discussed above, obesity and physical inactivity may increase the risk of pancreatic cancer due to their influence on the body's ability to use insulin. Again, it is important to note that increased risk may occur in both less active and overweight or obese individuals. "Clinically overweight" is defined as BMI greater than 25, "obese" as BMI 30 or greater, and "morbidly obese" as BMI greater than 40.

OTHER FACTORS

Some studies have shown that an increased consumption of red meat cooked at high temperatures (grilled, barbecued, broiled) was associated with increased risk of pancreatic cancer. It is important to note that other studies have reported no association. More studies specific to cooking method of the meat are needed. No association was found with chicken or poultry.

Most studies show increased intake of fruits and vegetables can be protective against cancer, but the results are not conclusive. Strong evidence exists for the protective benefit of folate of which fruits and vegetables are the main dietary source.

More research is needed before definitive statements about nutrition and the prevention of pancreatic cancer can be made. While the research is still pending, exercise and a balanced diet overall lead to a healthier weight and body.

For more information about diet and nutrition with pancreatic cancer, please go to www.pancreaticcancer.org or contact a PALS Associate toll-free at 877-272-6226 or by email at pals@pancreaticcancer.org.

References available online at www.pancreaticcancer.org.

STORY OF HOPE AND INSPIRATION

MY LITTLE ENERGIZER BUNNY: MY MOM, BARBIE ZOLLA, HAS SURVIVED PANCREATIC CANCER FOR OVER A YEAR AND A HALF AND IS STILL GOING STRONG

By Debbie Zolla., Los Angeles, CA



Barbie Zolla

My little energizer bunny – that's my mom. She keeps going, and going, and always beats to the rhythm of her own drum. She's always been that way. When I was little, while at work as a children's social worker, she drove her car over an embankment, crashed into someone's garage, walked away without the slightest scar and then proceeded to interview

her client. Years later, she got held up in front of our rabbi's house on her birthday and was told not to scream. After she screamed at the top of her lungs, the two trouble makers ran away and she walked into the rabbi's house to a meeting as if nothing had ever happened. A few years later, she broke her leg and refused to let that get in her way, so every morning she sat on her butt and rolled down 3 flights of stairs so she could go to work. She would never, ever miss a beat.

Nothing has changed. On my husband's "Big 30" on April 3, 2007, we found out that my mom was diagnosed with advanced pancreatic cancer. Never in a million years did we think that our family could be touched and haunted by such a terrible disease. We were all shocked and scared—all of us, except my mom. She wasn't fazed. She didn't think she was sick even after she started chemotherapy, lost 20 pounds, and had piercing back pain where she couldn't stand for more than a few minutes.

No, she wasn't fazed. I've always thought she was a little nutty. Nothing ever got in her way, and this was no different. She started going to chemotherapy 2 days every other week with a pump that she took home for 48 hours – her newest little black purse. She experienced some nausea in the very beginning and months later some other unpleasant side effects (which we won't mention) but, other than that, she functioned at 100%, just like everyone else. She never stayed at home. She went shopping, to the beauty shop and to The Grill on a regular basis, found me and my husband a beautiful home (since she is now in the real estate business after being a social worker for over 40 years) and continued going to lunch with her millions of friends on a daily basis.

And she, of course, continues to do all of this and more over a year and a half after her diagnosis. Not only is she the new CEO of lunches, but she has reunited with people she hasn't talked to in years. Everyone is back in her life and wants a piece of my mom. It's like she's in high school all over again. She leaves the house at 8 a.m. and doesn't come home until 10 p.m. We all tell her to slow down – her doctors tell her to slow down – after all, she needs her rest. But she won't change. She is enjoying herself. She is buying jewelry, scarves, outfits and presents for her friends. Shopping is the new therapy. She says she's fine and that she wants to live a normal life.

The best example of my unstoppable mom occurred after she was in the hospital for a few days. On the day she was released, she went straight from the hospital to the beauty shop to get her hair done and then went to temple for Rosh Hashanah. Our rabbis told her not to go to temple. We told her not to go. But she wouldn't have it. Now, she is planning the "party of all parties" for her own 40th Wedding Anniversary while she is "negotiating" with her doctors about what type of surgery she'll have if, and when, she becomes a candidate for surgery. Nothing gets this woman down. She doesn't think she's sick. She refuses to stay home or let any of us take care of her. She refuses to talk about this whole ordeal. She refuses to be scared or even remotely concerned. No – not my mom.

Maybe she isn't the nutty one – maybe we're the nutty ones. Maybe she's got it right. She knows that attitude is half the battle. So, maybe denial is a better place to be—after all, she's survived much longer than most people do with this horrible disease, and knowing her, she will keep beating her drum for a long long time. How does she do it? Maybe we can all learn a lesson from her. Maybe everyone faced with the challenge of this disease can learn a lesson from my mom – my little Energizer bunny.

PATIENT AND LIAISON SERVICES (PALS)

PALS offers information about treatments, clinical trials, symptoms and side effects, diet and nutrition, and support resources for patients and families facing pancreatic cancer. To learn more about pancreatic cancer, call PALS toll-free at 877-272-6226 or send a question by email to pals@pancan.org. PALS Associates are available M-F 8AM-5PM Pacific Time.

El programa de PALS esta disponible en español.

DONOR OPPORTUNITIES

CREATE A PERSONAL FUND RAISING PAGE

Would you like to create a personal online fundraising page to pay tribute to a loved one or simply to help support our 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!

INCLUDE THE PANCREATIC CANCER ACTION NETWORK IN YOUR ESTATE PLANNING

Everyone should create a will or a trust to ensure 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 an easy way to leave a legacy to organizations they feel passionate about. Estate giving is a wonderful way to support the mission of the Pancreatic Cancer Action Network. Please contact Pamela Marquardt in our Donor Relations department for appropriate language options to use when planning your estate. Pamela can be reached at 866-272-6226 or 310-725-0025.

We have many other options available for planned giving as well. 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 Brian Doremus in our Corporate Relations department to discuss available opportunities. Brian can be reached at 866-272-6226 or 310-725-0025

PAUL MITCHELL SCHOOLS JOIN THE FIGHT AGAINST PANCREATIC CANCER

We are excited to announce that the Pancreatic Cancer Action Network has been added as a charity partner for the 2009 Magic of Memories campaign that is celebrated throughout the country at all of the Paul Mitchell Schools locations. Last year's campaign raised almost \$930,000 bringing the five year total to over \$2.5 million and benefited the following charities:

**Andrew Gomez Dream Foundation • Leeza Gibbons Memory Foundation • Larry King Cardiac Foundation
Food 4 Africa • Sister Bonnie's Franciscan Haircuts from the Heart • NCA Disaster Relief Fund • Cut It Out**

With 2009 being the 20 year anniversary of Paul Mitchell's untimely death due to pancreatic cancer, this campaign has a very special meaning as we celebrate the vision of an extremely talented hair artist and the legacy that he has left behind.



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 \$50.00 for every new account that is ACTIVATED within 90 days of an approved application. The Pancreatic Cancer Action Network also receives .3% (percent) of all net retail transactions. **There is no annual fee required.** Visit www.pancan.org/visa for more information and to apply for the card today!



Please join us at this year's 11th annual An Evening with the Stars at the beautiful Beverly Wilshire Four Seasons Hotel in Beverly Hills on November 15th. Our guests will once again come together to celebrate the work of the Pancreatic Cancer Action Network and to pay tribute to our esteemed honorees:

The Tabach-Bank Family
The Emily Couric Public Service Award

Jeffrey Zaslow
Spirit of Hope Award

Dr. Patrick Soon-Shiong
The Medical Visionary Award

All funds raised from this event will support RAISE THE CURE, a campaign to raise \$25 million for pancreatic cancer research grants. For sponsorships and other reservations, please contact Jill Gisselere at 866-272-6226 or 310-725-0025. You can also visit our website at www.pancan.org/ewts08 for more information.

SLOAN / TUCKER DONOR RECEPTION



Utah Jazz Head Coach Jerry Sloan and The Bobbye and Jerry Sloan Hand-in-Hand Foundation RAISE THE CURE RECEPTION Hosted by Kristen & Todd Tucker

On August 7, 2008 in Evansville Indiana, Kristen & Todd Tucker, owners & publishers of Evansville Living Magazine, hosted a RAISE THE CURE reception to pay tribute to the memory of Bobbye Sloan and all those who have been touched by pancreatic cancer. Guests came together to share stories and learn more about the Pancreatic Cancer Action Network and our research efforts. Kathy Sloan Wood, daughter of Jerry and the late Bobbye Sloan, opened up the cocktail reception by recounting their family's journey with pancreatic cancer and how it affected their lives with the loss of their mother Bobbye.

Kathy's remarks were followed by Julie Fleshman, President and CEO of the Pancreatic Cancer Action Network,

who updated the group on the organization's current role in advocating for more scientific funding to make way for the breakthroughs that will lead to early detection methods, effective treatments and ultimately a cure for pancreatic cancer.

Dr. Paul Grippo, a researcher at Northwestern University and the 2007 recipient of the Nancy Daly Riordan Pancreatic Cancer Action Network - AACR Career Development Award for Pancreatic Cancer research, spoke about the critical need to fund and encourage other scientists to study this elusive disease.

Two pancreatic cancer survivors, Ann Moore and Daryl Ragland, came forward to share their personal stories. Ann is a former local television reporter whose husband, Randy Moore, is a news anchor for the local Fox affiliate. Fox TV was on hand to capture the evening's activities as the guests came together to unite against pancreatic cancer and pledge their support of RAISE THE CURE and help raise \$25 million in the next three years. A heartfelt thank you goes out to the Sloan family, the Tuckers, Ann and Randy Moore & Daryl Ragland, and all of the wonderful family members and friends who came together to join the fight against pancreatic cancer in Evansville.



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
10/05/2008	2nd Annual Family Picnic	Clark, NJ	MaryAnneTravisano, mtravisano@pancanvolunteer.org
10/11/2008	Blue Ridge Swings for Hope	Pendleton, SC	Vicki Peebles, vpeebles@broa.com
10/11/2008	PurpleStride Chattanooga 2008	Chattanooga, TN	Emily Lewis, elewis@pancanvolunteer.org
10/12/2008	PurpleStride Maryland 2008	Bel Air, MD	Ken Cuzeman, kcuzeman@pancanvolunteer.org
10/12/2008	Bank of America Chicago Marathon	Chicago, IL	Setal Patel, spatel@pancan.org
10/12/2008	Randy Pausch Memorial Fund Flag Football Tournament	South Park, PA	Becky Reitmeyer, becky@pump.org
10/18/2008	7th Annual Ol' Country's Boot Scootin'	Fort Worth, TX	Virginia Griffin, vgriffin@pancanvolunteer.org
10/24/2008	Light Up the Night with Hope 2008	St. Louis, MO	Susan Dertke Hendin, sdhendin@pancanvolunteer.org
10/25/2008	PurpleStride Orlando 2008	Orlando, FL	Diane Germ, dgerm@pancanvolunteer.org
11/1/2008	Light Up the Night with Hope	Cincinnati, OH	Serena Krause, skrause@fuse.net
11/1/2008	Jazzed for Hope	Madison, WI	Tammy Andries, tandries@pancanvolunteer.org
11/1/2008	PurpleStride Philadelphia 2008	Newtown, PA	Donna Deoria, ddeoria@pancanvolunteer.org
11/1-30/08	Purple Scarf of Hope Contest	Philippi, WV	Annette Santilli, asantilli@pancanvolunteer.org
11/2/2008	Stride For A Cure - Indoor Mall Walk	Albany, NY	Debra Hebert, heberda@mail.amc.edu
11/6/2008	2nd Annual Auction for Action	Tampa, FL	Brad Jackson, bjackson@pancanvolunteer.org
11/6/2008	2nd Annual Candlelight Vigil	Troy, NJ	Linda Eisenberg, leisenberg@pancanvolunteer.org
11/14/2008	Crossing for Cancer	Chicago, IL	Meghan Pochebit, m Meghan@offcentralpr.com
11/15/2008	PurpleBowl Richmond 2008	Midlothian, VA	Wendy Melara, wmelara@pancanvolunteer.org
11/15/2008	PurpleStride Atlanta 2008	Atlanta, GA	Brittany Black, pancanatlevents@gmail.com
12/6/2008	PurpleStride Lake Area 2008	Lake Charles, LA	Kristi Remy, wkremy@bellsouth.net