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[Building Name] to **turn it purple** for

Pancreatic Cancer Awareness Month

[Building Name] in [Location] are taking part in Pancreatic Cancer Action’s **turn it purple campaign** on 1st November in aid of pancreatic cancer awareness. The building will shine purple to mark Pancreatic Cancer Awareness Month.

By turning purple, it will help generate discussion and awareness of pancreatic cancer and its symptoms. Every year, almost 9,000 men and women will be newly diagnosed with pancreatic cancer and due to late diagnosis, they will be faced with a shockingly low three per cent chance of survival and an average life expectancy of just three to six months.

[Spokesperson] from [Building Name] said:“We are looking forward to taking part in **turn it purple** this year and hope it will create a lot awareness for pancreatic cancer. Please come along to see the building lit in purple and support the cause.” [add to quote ]

Pancreatic Cancer Action’s **turn it purple** campaign calls for businesses and individuals to highlight the fifth deadliest cancer in the UK by embracing purple – the symbolic colour for pancreatic cancer – by shining purple lights on buildings or other structures in their community, and for supporters to wear something purple at the office, at home or at school.

Pancreatic Cancer Action aims to raise awareness and funds of pancreatic cancer to drive earlier diagnosis and more effective treatments for pancreatic cancer.

Ali Stunt, CEO atPancreatic Cancer Action, said “Each year we are overwhelmed by the huge numbers of supporters who embrace the colour purple to raise awareness. We delighted that [Building Name] are taking part. It’s thanks to their participation that the event will become a success and more people will become aware.

To take part in **turn it purple** or to find out more about pancreatic cancer please visit [www.pancreaticcanceraction.org](http://www.pancreaticcanceraction.org).

**Ends**

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**Notes to Editor:**

**About Pancreatic Cancer Action**

Pancreatic Cancer Action is a charity based in the UK whose mission is to change pancreatic cancer survival number and focus on improving early detection statistics. The charity’s approach is to raise awareness of pancreatic cancer to the public, the medical community and Government, provide education and training on pancreatic cancer to medical professionals and fund research specifically into improving early diagnosis of pancreatic cancer.

Founded by Ali Stunt, who is herself a rare survivor of the disease. Pancreatic Cancer Action has the support of many leading clinicians and researchers in the pancreatic cancer arena along with others whose lives have been touched by pancreatic cancer in some way.

**Further information about pancreatic cancer**

Pancreatic cancer is currently very difficult to diagnose. Upon diagnosis, most sufferers find they have untreatable terminal cancer with an average life expectancy of between three to six months. Surgery is currently the only cure for pancreatic cancer, but only 10% are diagnosed in time for this to be an option.

Classic symptoms for pancreatic cancer include painless jaundice, significant weight loss, new onset diabetes not associated with weight gain and new onset of persistent or significant abdominal pain and/or back pain.

Statistics:

* **5-year survival is only 3%. This figure has not changed over 40 years**
* **Pancreatic cancer is the 5th leading cause of cancer death in the UK**
* **23 people a day die of pancreatic cancer in the UK[[1]](#endnote-1)**
* **Relative survival to 5 years is only 3%**
* **Relative survival to 1 year is less than 20% and one of the worst rates in Europe**
* **82% of people diagnosed with pancreatic cancer in the UK will die within a year**
* **Only 10% of patients are eligible for potentially curative surgery due to late diagnosis[[2]](#endnote-2)**
* **50% of people are diagnosed as an emergency in our A&E system[[3]](#endnote-3)**
* **It is the 11th most common cancer for men, and the 8th most common cancer for women**
* **In 2011, 8,773 people were newly diagnosed with pancreatic cancer in the UK**
* **In 2011 8,320 people died from pancreatic cancer in the UK**
* **40% of patients are under the age of 69 at diagnosis[[4]](#endnote-4)**
* **Deaths from pancreatic cancer increased between 2002 and 2011 while deaths from many other cancers declined**
* **Pancreatic cancer is the 5th most common causes of cancer death in the UK, yet receives less than 1% of overall cancer research funding**
* **The National Cancer Research Institute (‘NCRI’) (Strategic Analysis 2002) identified that pancreatic cancer is “underfunded given its incidence and mortality rates’. Despite this, there has since been no significant increase in funding available.**

1. Based on 2009 UK mortality figures [↑](#endnote-ref-1)
2. White et Al., (1999) in Sultana et al., (2007) Systematic review, including meta-analysis, in the management of locally advanced pancreatic cancer using radiation/ combined modal therapy. British Journal of Cancer 96, 1183-1190 [↑](#endnote-ref-2)
3. NCIN, 2010 [↑](#endnote-ref-3)
4. Based on Office for National Statistics Statistical Bulletin: Cancer Survival in England patients diagnosed 2004-2008 followed up to 2009 published 21 April 2011 <http://statistics.gov.uk/pdfdir/can0411.pdf> accessed 30/04/2011 [↑](#endnote-ref-4)