**LIGHT IT PURPLE LETTER**

Dear XXX,

I am writing to ask for your help in raising awareness of a cause close to my heart. As a local resident of [insert town/city name] to ask you if you could support Pancreatic Cancer Awareness Month, which takes place in November.

Every hour someone dies of pancreatic cancer, which has a survival rate of just 4%, and without any early detection method on the horizon, early diagnosis the only way that this dreadful survival rate can improve.

Sadly, I have personal experiences of the devastating impact of this disease which is why I feel it’s so important to raise awareness and understanding about the condition in my area.

It would be wonderful if you could show your support for Pancreatic Cancer Action’s **turn it purple** campaign by turning [insert landmark name] purple at some point in November.

The charity, [Pancreatic Cancer Action](http://www.pancreaticcanceraction.org/), and their supporters are determined to turn the country purple on Tuesday 1st November to launch the start of Pancreatic Cancer Awareness Month, which will help raise awareness of pancreatic cancer among the public and attract media attention.  Ultimately, we want to raise awareness of a little known disease and its symptoms so that more people will be diagnosed early.

Last year, hundreds of landmarks across the UK took part including Blackpool Tower, Spinnaker Tower in Portsmouth and The Brighton Wheel. This year landmarks such as The Kelpies and Falkirk Wheel in Scotland have already pledged to light up purple for pancreatic cancer.

Could you join them by lighting up the XXX purple for us this November?  If needed, the charity can supply you with any materials that you need to make this happen. Many landmarks are lighting up the 1st to launch the month, the 17th (World Pancreatic Cancer Day), or for the whole month. However, any day in November is brilliant!

Pancreatic cancer is the fifth deadliest cancer in the UK with the lowest survival rate of all 21 common cancers – just 4%!  Every day, 24 people lose their battle with the disease. The majority of patients will only have survived 3-6 months since diagnosis.

If you agree to help us, the charity will be in contact with local media as well as publicising your participation on our website, Facebook, Twitter and other social media. They can also provide you with purple light filters.

I look forward to your response.

Kind regards,

XXX