November is Pancreatic Cancer Awareness Month and we are asking buildings and landmarks to light up purple to raise awareness of a little known but deadly disease.

Each year, iconic landmarks, shops, workplaces and schools around the country have joined the fight against pancreatic cancer. By illuminating landmarks or buildings, or decorating their shop, workplace or school in purple during the month of November, they have helped put a bright spotlight on pancreatic cancer.

**Why support turn it purple?**

Every day 26 people are diagnosed with pancreatic cancer and this is what they face:

- Only 4% survive because of late diagnosis
- Most will die within 4 to 6 months

Pancreatic cancer is the **UK’s fifth biggest cancer killer**, which has been little known, poorly understood and chronically underfunded for far too long. This is why survival rates have not improved in nearly 50 years.

While no early detection method currently exists, the key to changing survival figures is early diagnosis. **If a patient is diagnosed in time for them to receive surgery, their chance of survival increases tenfold.**

A patient survey carried out by Pancreatic Cancer Action found that more than 50% of pancreatic cancer patients had never heard of the disease before their own diagnosis.

This is why the charity is focused on raising awareness to drive earlier diagnosis and save lives.

**How will it be publicised?**

Pancreatic Cancer Action and supporters will contact their local media in order to maximise awareness, and the charity will also publicise each event on its website and social media.

Supporters are also being encouraged to publicise the event in their local area, and invite their local Mayor, MP and other dignitaries.

All this creates fantastic awareness for your organisation!

**About Pancreatic Cancer Action**

Pancreatic Cancer Action was founded by a survivor who proves that there is hope, early diagnosis is achievable and survival is possible.

Their focus is on ensuring that patients are diagnosed with pancreatic cancer at a stage that gives them the best chance of survival.
How businesses can support turn it purple™?

Light it purple

By lighting your venue/landmark in purple, you are helping to put a spotlight on pancreatic cancer by sparking conversations in your local area. Our supporters may also ask to hold awareness stands in the vicinity of your building, so that they are able to speak to any passers-by who may be curious as to why it is lit up.

For commercial or public buildings, you may need to get in touch with the building management or facilities department to organise the lighting. If the building does not currently have the ability to light up purple, you can still take part in a number of ways including:

• changing outdoor/indoor white bulbs to purple bulbs
• covering existing fixtures with purple gel filters
• shining a purple floodlight onto the building

Share it purple

Create an information board, set up an awareness stand, and feature pancreatic cancer in your newsletter so that employees/customers/students can learn more about pancreatic cancer.

Wear it purple

Hold a purple day at work and ask staff/colleagues to wear purple clothes or accessories.

Pancreatic Cancer Action can supply pins, wristbands and other merchandise to wear during the month of November.

Your participation in turn it purple™ would be fantastic and will help us raise much needed awareness.

© Pancreatic Cancer Action 2016 All Rights Reserved Registered Charity No.1137689 Company Limited by Guarantee Registered in England and Wales No.07272699

Pancreatic Cancer Action

t 0303 040 1770 e enquiries@panact.org
pancreaticcanceraction.org