**FOR IMMEDIATE RELEASE** Contact: XXXXX XXXXX

 XXX-XXX-XXXX

 XXXXX.XXXXX@XXXXX.com

**World Pancreatic Cancer Day Is November 17**

*One-day campaign aims to raise awareness about only
major cancer with five-year survival rate in single digits*

XXXXX (Nov. XX) – The third annual World Pancreatic Cancer Day will take place Thursday, Nov. 17, to raise awareness about pancreatic cancer and create hope for those fighting the deadly disease. The one-day campaign is a global initiative led by the World Pancreatic Cancer Coalition, which comprises more than 50 pancreatic cancer advocacy organizations from over 20 countries.

Pancreatic cancer is the only major cancer with a five-year survival rate in the single digits. Despite advancements in treating other major cancers, there is still no early detection method for pancreatic cancer. Every day, an estimated 1,006 people worldwide are diagnosed with pancreatic cancer, and an estimated 985 die from it.

“While we’ve seen continued improvement in survival rates among most major cancers in the past decade, the five-year survival rate for pancreatic cancer has remained unchanged for nearly 50 years,” said Ali Stunt, World Pancreatic Cancer Day chair. “Global awareness is the first step to demand more research funding and develop better resources to improve patient outcomes.”

**World Pancreatic Cancer Day organizers are encouraging people to raise awareness and show that we are #InItTogether by doing the following on Nov. 17:**

* Wear purple
* On social media channels, post photos with friends, family and colleagues supporting the day using the hashtags #WPCD and #InItTogether
* Connect with local pancreatic cancer advocacy organizations to be more involved

According to a global survey, almost 60 percent of people know “almost nothing” about pancreatic cancer. **Advocates hope greater awareness will lead to the following:**

* Improve public awareness about the disease and its symptoms
* Increase enrollment in clinical trials to improve treatment options
* Stimulate education and knowledge-sharing in the medical community
* Encourage legislative action and support that could translate into increased research funding

Global awareness will be increased by people joining the World Pancreatic Cancer Day campaign through social media and local activities.

To learn more about how you can show the world that we’re in it together to improve outcomes and create a brighter future for those fighting the deadly disease, please visit [worldpancreaticcancerday.org](http://www.worldpancreaticcancerday.org/).

[**About World Pancreatic Cancer Day**](http://www.worldpancreaticcancerday.org/)

World Pancreatic Cancer Day (WPCD), a day dedicated to raising global awareness of pancreatic cancer, occurs in November during Pancreatic Cancer Awareness Month. WPCD is an initiative of the World Pancreatic Cancer Coalition, a committee of patient advocacy organizations from around the world. The goal of WPCD is to drive an online conversation about awareness of the disease and the need for more research and funding to fight it.