**World Pancreatic Cancer Day Is November 17**

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

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

[Name of organization] in [city] will join the global movement with an event at [location] on [date] at [time]. [Insert one sentence about the event and who it benefits].

**On November 17, anyone can show the world they’ve joined the fight against pancreatic cancer by wearing purple.**

WHAT: [Repeat one-sentence line about the event and who it benefits]

WHEN/WHERE:

VISUALS/

INTERVIEWS:

CONTACT:

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

World Pancreatic Cancer Day (WPCD) is a day dedicated to raising global awareness of pancreatic cancer and takes place 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.