

?Award-winning Everyman theatre to turn it purple for Pancreatic Cancer Awareness Month

Monday 10 November, 2014

The Liverpool Everyman Theatre, designed by Howarth Tompkins, which recently won the RIBA Stirling Prize for best new building of the year, is taking part in Pancreatic Cancer Action's **turn it purple** campaign in November in aid of pancreatic cancer awareness. The building will light up purple on 12th November to mark Pancreatic Cancer Awareness Month.

With St George's Hall in Liverpool lighting up as well, it will help generate discussion and awareness of pancreatic cancer and its symptoms in Liverpool. 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.

A local resident, Mary Whitby, who has lost her father and grandfather to pancreatic cancer, asked the award-winning theatre to take part.

Everyman and Playhouse Artistic Director Gemma Bodinetz said "When Mary asked me if we would like to be part of this campaign it seemed such a beautiful way to bring to public attention the importance of being aware of the symptoms and early diagnosis of this form of cancer that I went running to our technical team to see if we could make it happen. If the publicity about our purple façade makes one person with possible symptoms make a doctor's appointment who might not have otherwise, it will have been more than worth it."

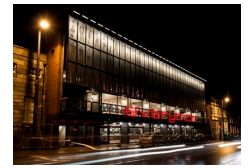
Pancreatic Cancer Action's **turn it purple** campaign calls for businesses and individuals to highlight the fifth deadliest cancer in the UK by embracing purple – the symbolic colour for pancreatic cancer – by shining purple lights on buildings or other structures in their community, and for supporters 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 at Pancreatic 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 this award-winning theatre is also taking part. It's thanks to their participation that the awareness initiative will become a success in Liverpool 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.

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