Campaigners across the UK will turn it purple to mark Pancreatic Cancer Awareness Month

Friday 31 October, 2014

Pancreatic Cancer Awareness Month (November 1 to 30) will be launched with numerous 'purple' events taking place across the UK to highlight the UK's fifth biggest cancer killer which has a survival rate of just three per cent, the lowest of all 21 most common cancers.

On November 1st, numerous landmarks, including Blackpool Tower, Spinnaker Tower and SSE Hydro, will light up purple as part of Pancreatic Cancer Action's turn it purple campaign. Social media will be filled with #purplepselfie pictures with over 2000 people pledging to share one to mark Pancreatic Cancer Awareness Month, and fundraising events will take place across the country, including Pancreatic Cancer Action's annual Striding for Survival and The Purple Party of Hope in Northern Ireland.

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 are delighted with the number of landmarks lighting up throughout November, and also the individuals who are raising awareness by turning purple themselves to highlight this chronically underfunded, little known disease which requires more funding and attention.

"We can't thank our supporters and fundraisers enough for all they do. It's because of their participation that Pancreatic Cancer Awareness Month will become a success and more people will become aware. "

Ali Stunt is a rare survivor of the disease that kills 22 people a day. 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 explains, "'Despite the grim statistics, many more people can survive pancreatic cancer but in order to do so they need to be diagnosed in time for surgery – currently the only potential for a cure. While no early detection method currently exists, raising awareness of the disease and its symptoms is key."

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.

For more information about pancreatic cancer and Pancreatic Cancer Awareness Month activities, please visit www.pancreaticcanceraction.org or call 0303 040 1770.

Media:





Related Sectors:

Charities & non-profits :: Health ::

Related Keywords:

Pancreatic Cancer :: Awareness :: November :: Purple ::

Scan Me:

Company Contact:

Pancreatic Cancer Action

T. 0303 040 1770
E. comms@panact.org
W. https://www.pancreaticcanceraction.org/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.pancreaticcanceraction.pressat.co.uk