Emirates Spinnaker Tower and Portsmouth Cathedral to Turn It Purple for pancreatic cancer

Monday 17 October, 2016

The Emirates Spinnaker Tower and Portsmouth Cathedral are taking part in Pancreatic Cancer Action 's Turn It Purple campaign this November to raise awareness of the UK's fifth biggest cancer killer; pancreatic cancer. The Emirates Spinnaker Tower will shine purple on 1st November to launch Pancreatic Cancer Awareness Month and Portsmouth Cathedral on 17th to mark World Pancreatic Cancer Day to pay tribute to all those who suffer or have lost their battle to the disease.

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 an average life expectancy of just three to six months. In 2013 the **South East had 1,361 cases of pancreatic cancer** – the highest number of cases in the UK - and with the shockingly low survival rate of just 4% at the time, sadly only 54 of those diagnosed survived.

By turning purple, the landmarks will help generate discussion and awareness of pancreatic cancer and its symptoms which could ultimately save lives.

The Very Reverend David Brindley, Dean of Portsmouth, said: "We are looking forward to taking part in **Turn It Purple** this year and hope it will create a lot awareness for pancreatic cancer. Please come along to see the Cathedral Tower lit in purple and support the cause."

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 lighting, wearing, making and displaying purple in their community.

Focal points lighting up purple to raise awareness of pancreatic cancer has become increasingly popular in the last few years, which is why Pancreatic Cancer Action has joined forces with Pancreatic Cancer UK, Pancreatic Cancer Scotland and other UK charities to light up the UK purple in a joint campaign: '*Purple Lights for Pancreatic Cancer*'.

All these charities and their supporters are actively trying to get as many towns and cities across the UK to light up purple. All the buildings taking part are featured on the Purple Lights for Pancreatic Cancer website, purplelightsuk.org, including those taking part in Pancreatic Cancer Action's Turn It Purple campaign.

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 Emirates Spinnaker Tower and Portsmouth Cathedral are taking part. It's thanks to their participation that the event will become a success 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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