

Gateshead Millennium Bridge to turn it purple for Pancreatic Cancer Awareness Month

Thursday 15 October, 2015

Gateshead Millennium Bridge is taking part in Pancreatic Cancer Action's **turn it purple campaign** on 13th November in aid of pancreatic cancer awareness. The landmark will shine purple to mark Pancreatic Cancer Awareness Month.

By turning purple, it will help generate discussion and awareness of pancreatic cancer and its symptoms. 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.

Councillor Angela Douglas, Cabinet spokesperson for Health and Wellbeing in Gateshead, says: "We are delighted to be able to play a small part in helping to increase people's awareness of pancreatic cancer.

"In the Gateshead Millennium Bridge we have one of the most visually striking and most visited landmarks on the Tyne, and one which attracts a huge amount of attention both day and night. For us, it's a relatively simple operation to change the illumination of the bridge to demonstrate our support for pancreatic cancer awareness – the result, however, will be absolutely stunning.

"We can guarantee that it, and this campaign, will make a huge impact on local people. "

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. Illuminating buildings and landmarks such as the Gateshead Millennium Bridge helps put a bright spotlight on pancreatic cancer.

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 the Gateshead Millennium Bridge are taking part. It's thanks to their participation that the campaign 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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