

St George's Hall to turn it purple for Pancreatic Cancer Awareness Month

Monday 10 November, 2014

St George's Hall, which is at the heart of Liverpool's St George's Quarter, 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.

On the same day, the iVan service, a mobile unit manned by cancer specialist nurses, who be available to public will be parked at that day. iVan is no-appointment necessary information and support service with a small private consultation are to the speak to the nurse and at the front of the vehicle is a comprehensive information library of leaflets around spotting the signs and symptoms of cancer, early detection and prevention.

With the iconic landmark lighting up as well, 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.

Dr Sandra Davies, Director of Public Health at Liverpool City Council, said: "Lighting up St George's Hall is a dramatic way of raising awareness about pancreatic cancer and there will be services on hand to provide all the information about this condition and the support available. It is important we do what we can to improve the rates of survival which are too high because of late diagnosis."

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 St George's Hall lighting up and it's great that it's on a day when the iVan will be visiting. It's thanks to Liverpool County Council that the 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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