Striding for Survival charity walk honours pancreatic cancer campaigner's memory

Thursday 2 October, 2014

Striding for Survival, the annual fundraising event in Surrey that puts a spotlight on pancreatic cancer at the start of Awareness Month in November, will pay tribute to courageous Kerry Harvey, the face of Pancreatic Cancer Action's hard-hitting advertising campaign, who sadly lost her battle with the disease earlier this year.

Walkers from across the UK will come together at the scenic Virginia Water on Saturday 1st November to raise funds and awareness of pancreatic cancer.

Kerry, who died aged just 24 after a 10 month battle with the disease, spent her final months working tirelessly to raise the profile of pancreatic cancer. This included taking part in an advertising campaign, which has been shortlisted for a prestigious IPA award in recognition of the great impact of its message. In the printed advert, Kerry said 'I wish I had breast cancer' to highlight the low survival rate of pancreatic cancer compared to breast cancer.

Pancreatic cancer, the fifth leading cause of cancer death in the UK, has just a three per cent chance of surviving five years compared to 85% for breast cancer. The disease, which kills 22 people die a day and, receives less than 1% of cancer research funding. The survival rate is among the worst in Europe, and this figure has not changed for over 40 years.

Pancreatic cancer was the subject of the hard-hitting Coronation Street storyline this year featuring actress Julie Hesmondhalgh, who played pancreatic cancer patient Hayley Cropper. The storyline drew attention to a disease that has been little known, and Julie has since joined pancreatic cancer campaigners in raising awareness, and most recently attended a hard won debate at Westminster into the lack of funding and research into the disease.

Striding for Survival takes place in the picturesque Windsor Great Park, offering a Long Stride for walkers looking for a challenge, and a Short Stride for those who want to take part but feel unable to tackle the full stretch. All money raised goes to Pancreatic Cancer Action, the national charity dedicated to improving survival rates through greater awareness of the symptoms of the disease, information and research funding.

Rachael Rogan, who lost her father to pancreatic cancer and founded Striding for Survival, said, "Striding for Survival offers an opportunity for those affected by pancreatic cancer to raise funds and awareness of this 'silent killer'. We want to remember Kerry this year, as she touched so many of our lives, campaigning right to the end to raise awareness of this terrible disease."

Ali Stunt, founder of Pancreatic Cancer Action and herself a rare survivor of the illness, added, "Kerry was a brave and courageous young woman who touched so many hearts with her determination to raise awareness of pancreatic cancer despite being very ill herself. We are delighted that this year's Striding for Survival will be in her memory."

The walk aims to raise £20,000 from this year's event. Walkers can enter as individuals, or as a team – to find out more, visit www.stridingforsurvival.org.uk.

Media:





Related Sectors:

Charities & non-profits :: Health ::

Related Keywords:

Pancreatic Cancer :: Cancer :: Fundraising :: Walk :: Virginia Water :: Surrey :: Kerry Harvey ::

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