



Together we can make a difference!

PanCAN's National Headquarters:
2221 Rosecrans Avenue, Suite 131
El Segundo, CA 90245
(310) 725-0025
FAX: (310) 725-0029
www.pancan.org

FOR IMMEDIATE RELEASE

**PANCREATIC CANCER AWARENESS MONTH
FOCUSES NATIONAL ATTENTION ON THE NEED TO FIND A CURE**

***PanCAN Crusades for Awareness to Help Thousands of Patients, Families Nationwide;
Star-Studded Gala for the Pancreatic Cancer Community to Take Place Nov. 9 in Beverly Hills***

EL SEGUNDO, Calif. U.S.A. (Aug. 30, 2002) - The Pancreatic Cancer Action Network (PanCAN) today announced November as Pancreatic Cancer Awareness Month. During the November campaign, the organization will host its 5th annual, star-studded gala, "An Evening with the Stars," in Beverly Hills, Calif. PanCAN is the first national patient-based advocacy organization for the pancreatic cancer community, which includes patients, families, medical researchers and physicians.

PanCAN founding CEO Paula Kim said, "Raising awareness about pancreatic cancer will further PanCAN's efforts for more research, effective treatments, prevention programs, and early detection methods. Many who are diagnosed with the disease know little about pancreatic cancer. It's our goal --- and the goal of many patients and their families --- to promote public and professional education and awareness nationwide."

Quick Facts:

- Approximately 30,300 people in the United States will be diagnosed with pancreatic cancer this year.
- Pancreatic cancer is the 4th leading cause of cancer death in the U.S. for men and women, and only 4 percent of patients survive beyond five years.
- The 99% mortality rate is the highest of any cancer.
- The average life expectancy after diagnosis with metastatic disease is just 3 to 6 months.
- There is no cure or early detection methods and effective treatment options for pancreatic cancer are extremely limited.

- Purple ribbons have become the symbol for the fight against pancreatic cancer.
- PanCAN “Team Hope” volunteers nationwide will be driving home the message of awareness and the need for a cure through community events and fundraisers on the local level.
- PanCAN's Patient and Liaison Services (PALS) program assists patients and caregivers in learning about and understanding their options so they can discuss them with their medical care team and loved ones. PALS Associates are available at no cost to callers at 877-2-PANCAN (877-272-6226), or at medinfo@pancan.org.

“An Evening with the Stars”

The Pancreatic Cancer Action Network (PanCAN) will host its annual “An Evening with the Stars,” a black tie gala, on Saturday, Nov. 9, 2002 in Beverly Hills. This special evening recognizes and honors those in the Pancreatic Cancer Community. The event will feature dining, a live and silent auction, as well as celebrities and entertainment personalities. The event will also bring the medical, research and corporate worlds together with the patients and family members to promote awareness, research and hope. This is the fifth annual event. To purchase tickets for An Evening with the Stars, contact PanCAN’s event coordinator, Grace Jun, at 310-553-9007. Sponsorship opportunities are available and individual tickets can be purchased for \$300.

About PanCAN

PanCAN is a 501(c)(3) nonprofit organization founded in 1999 by surviving family members of individuals who had died of pancreatic cancer. Chartered as a grassroots organization of advocacy for pancreatic cancer patients and their families, PanCAN currently has volunteers and members throughout the United States and around the world. PanCAN is the first national public benefit advocacy organization for the pancreatic cancer community. The organization works to focus national attention on the need to find a cure for pancreatic cancer, and provides public and professional education embracing the urgent need for more research, effective treatments, prevention programs and early detection methods. Visit www.pancan.org to obtain more information, e-mail info@pancan.org, or call 1-877-272-6226.

###

Media Contact:

Aaron Kiel

Public Relations Consultant

562-983-8113

akiel@akprgroup.com