

Media Release

You are welcome to use this sample press release to tell your local media what you are doing to raise funds for Pancreatic Cancer UK. You can tailor the details which are highlighted in purple to suit your event. Then email, post or fax it to your local press, TV and radio stations:

For immediate release: Insert date here
Contact name: Insert name here
Tel no: Insert tel. no. here
Email: Insert email address here

X from X raises funds for Pancreatic Cancer UK

Local resident, X, will be raising funds for Pancreatic Cancer UK, by X (e.g. holding a fundraising event/running/etc) on XXXXX 2011. X was inspired to raise money for Pancreatic Cancer UK because of his/her own experience of or his/her relative's/friend's experience of pancreatic cancer.

X says: "I have thoroughly enjoyed raising money for Pancreatic Cancer UK whilst taking on a new challenge. I was shocked to discover that only 3% of the 7,660 people diagnosed with pancreatic cancer in the UK every year, will survive beyond five years. I am hopeful that by helping to raise vital funds for research and awareness of the disease, we can improve people's chances of surviving with a better quality of life in the future.

"In particular, I am really interested in Pancreatic Cancer UK's Study for Survival, which aims to increase survival rates and quality of life for people diagnosed with pancreatic cancer. The Study is the UK's first comprehensive mapping of the pancreatic cancer pathway, and the experience and expertise of people living and working with pancreatic cancer across the UK. This is exactly the kind of initiative that will help get a greater understanding of what causes and how to diagnose and treat the disease. It offers great hope to people affected by pancreatic cancer."

If you would like to show your support please visit X's online fundraising page at www.XXXX.xxx to make a donation to Pancreatic Cancer UK. Alternatively, you can contact Pancreatic Cancer UK on 020 3177 1686.

For more information, visit www.pancreaticcancer.org.uk Registered charity number 1112708

Notes to Editors:

Pancreatic Cancer UK is a national charity striving for a good and long life for everyone diagnosed with cancer of the pancreas. The charity is committed to fighting the disease through support, information, research and campaigning. Its work is only possible with your continued support.

Pancreatic Cancer UK works with collaboratively patients and their families, healthcare professionals, research scientists and other organisation with an interest in the disease to achieve this. The charity aims to give patients and their families access to the best possible support, information, treatment and care whilst funding research that will make sense of the disease in the future.

For more information about Pancreatic Cancer and Pancreatic Cancer UK, please visit:
www.pancreaticcancer.org.uk