**Media release**

**[Name of town/city you live in] [man/woman/family/team] supports Pancreatic Cancer UK with [very brief description of what you will do]**

[Insert your full name or family/ community group name] from [area where you live] is taking on pancreatic cancer – the deadliest common cancer – through a [quick description of what you’re doing] on [date that your activity is happening]. [He/She/They] are determined to raise much needed funds for Pancreatic Cancer UK - the charity dedicated to funding groundbreaking research into new treatments and faster diagnosis of the disease.

[Insert your full name or family/community group name] has chosen to support the charity because [insert your reason here] XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.

[Insert name of family member or group spokesperson] said: “[Insert a quote from you – this is your opportunity to say why you think it is important to raise money for Pancreatic Cancer UK, or awareness about pancreatic cancer, and talk about your personal connection to the disease – if you feel comfortable doing so].”

Pancreatic cancer has the lowest survival of all the 20 most common cancers in the UK, with just seven percent of people living for five years or more after diagnosis. Pancreatic Cancer UK is taking on this devastating disease by investing in ground-breaking research and supporting patients and their loved ones through its free-phone Support Line staffed by specialist nurses.

Sue Collins, Director of Fundraising at Pancreatic Cancer UK, said: “We are delighted [insert your first name or name of community group] is supporting us and we would like to wish [insert your first name or group name] the very best of luck. The funds raised will help us to take on this extremely tough disease, which around 10,000 people are diagnosed with every year in the UK. The funds raised by [Insert your first name, family’s name or community group name] will help us offer support to patients and families, invest in vital research to help us see the breakthroughs we urgently need, and be a voice for everyone affected by the disease.”

If you would like to support [insert your name], you can do so at [insert link to your fundraising webpage].

For more information or to raise funds for Pancreatic Cancer UK, please visit [www.pancreaticcancer.org.uk/fundraise](http://www.pancreaticcancer.org.uk/fundraise)

**- ENDS -**

**For further information please contact:**

[Insert your full name here]

[Insert your phone number and email address here]

**About pancreatic cancer**

* Less than seven per cent of people with pancreatic cancer will survive beyond 5 years in the UK. (**Source**: [ONS](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/datasets/cancersurvivalratescancersurvivalinenglandadultsdiagnosed))
* Five year survival for pancreatic cancer has improved very little since the early 1970s.
* One person dies of pancreatic cancer every hour. Around 8,924 people die every year of the disease in the UK.
* At least 60 per cent of people with pancreatic cancer are not diagnosed until the cancer is at an advanced stage.
* Surgery is the only treatment which could save lives, yet less than ten per cent of people with pancreatic cancer have it.
* Pancreatic cancer has the lowest survival of all the 20 common cancers.
* Around 10,000 people are diagnosed with pancreatic cancer per year in the UK. That’s 27 people every day.
* Pancreatic cancer is the fifth most common cause of cancer death in the UK

**(Source:** [Cancer Research UK](http://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/pancreatic-cancer))

* Pancreatic cancer research has historically been underfunded. The disease attracts just 2.1 per cent of the UK cancer research budget.**(Source**: NCRI 2016/2017)

**About Pancreatic Cancer UK:**

Pancreatic Cancer UK is taking on pancreatic cancer through research, support and campaigning to transform the future for people affected.

* We provide expert, personalised support and information via our Support Line (Freephone 0808 801 0707) and through a range of publications.
* We fund innovative research to find the breakthroughs that will change how we understand, diagnose and treat pancreatic cancer.
* We campaign for change; for better care, treatment and research, and for pancreatic cancer to have the recognition it needs.