

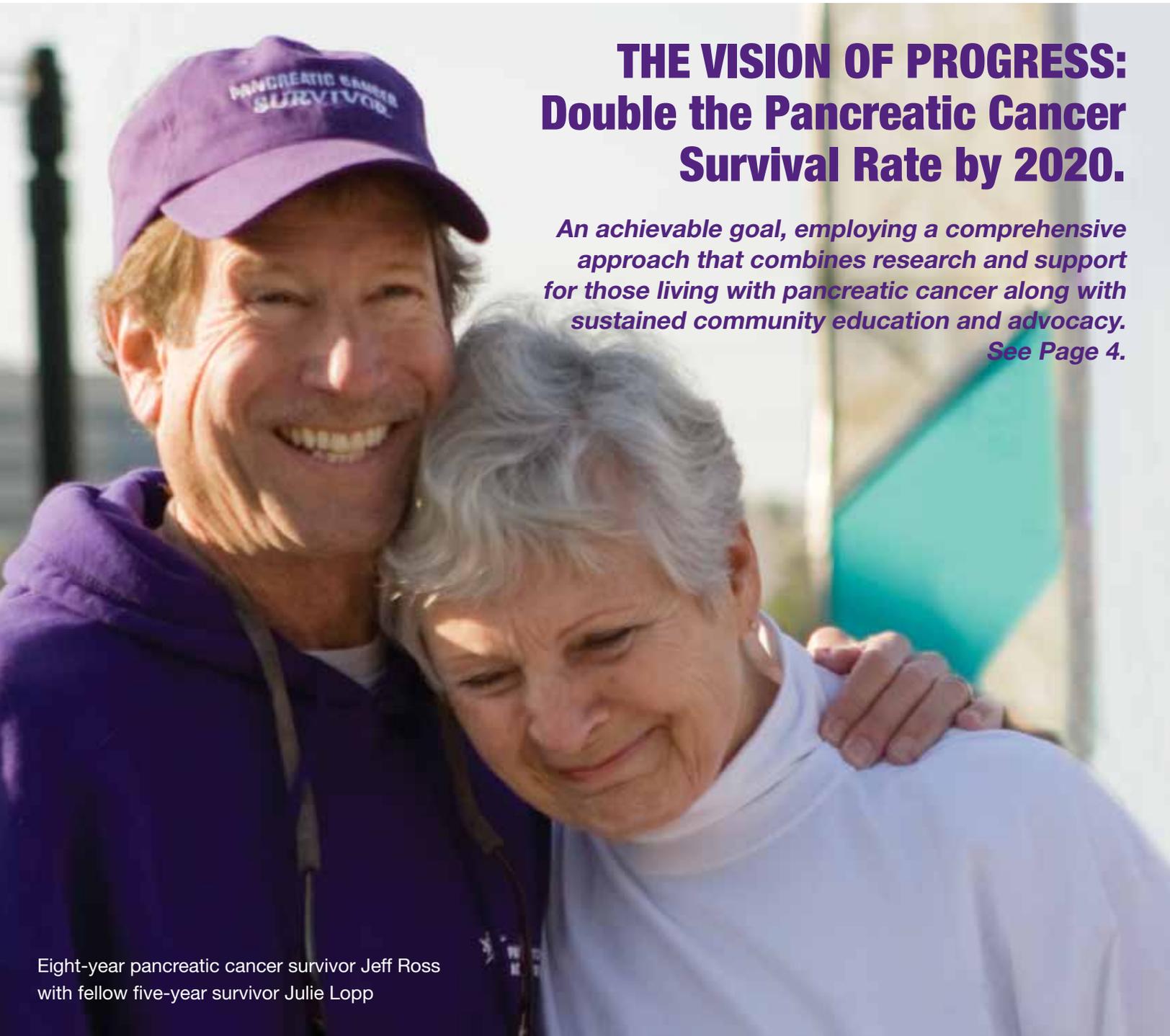
OUTREACH

VOL XI ISSUE I FEBRUARY 2011

THE VISION OF PROGRESS: Double the Pancreatic Cancer Survival Rate by 2020.

An achievable goal, employing a comprehensive approach that combines research and support for those living with pancreatic cancer along with sustained community education and advocacy.

See Page 4.



Eight-year pancreatic cancer survivor Jeff Ross
with fellow five-year survivor Julie Lopp

CHAIR'S MESSAGE

DOUBLING THE SURVIVAL RATE BY 2020



Dear Pancreatic Cancer Action Network Friends:

As the new Chair of the organization's National Board of Directors, I look forward to furthering the remarkable growth and development the organization experienced under the visionary guidance of outgoing Chair Jason Kuhn during the past four years. The 2010 fiscal year was indicative of Jason's strong leadership abilities: In addition to providing the pancreatic cancer community with superior services, the organization saw a 34 percent increase in net revenue compared to 2009.

I am especially excited about leading the organization at this very pivotal time in its history. This month, a new major initiative, detailed on page 4, is aimed at changing the odds in the fight to defeat the disease: **The Vision of Progress: Double the Pancreatic Cancer Survival Rate by 2020.**

The only way to double survival rates is to know, fight and end pancreatic cancer in a comprehensive way. To achieve this goal, the Pancreatic Cancer Action Network is intensifying its efforts to raise awareness, fund research, support patients and advocate for a national research strategy dedicated to finding a cure for the disease. This comprehensive approach will continue to include advancing research discoveries, accelerating support for patients and families, building and sustaining federal support to fight the disease and growing the national network of people dedicated to furthering the organization's mission.

Of course, we all dream of the day when the five-year survival rate for pancreatic cancer will be close to 100 percent, but we must set achievable milestones along the way and put a "stake in the ground" for our patients. The five-year survival rate has not changed significantly in nearly 40 years, so doubling it within 10 years will be a notable achievement. Fulfillment of this goal will require the support of nearly everyone connected with the organization, so stay tuned to find out more about how you can make this bold new initiative become a reality.

I deeply appreciate this opportunity to serve the pancreatic cancer community in an even greater capacity, and I look forward to meeting many more of you as I attend organizational events throughout this year.

Sincerely,

Peter Kovler
Board Chair

OUR MISSION

The Pancreatic Cancer Action Network is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those affected by pancreatic cancer.

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THREE SUPPORTERS ASSUME KEY LEADERSHIP ROLES WITHIN THE ORGANIZATION

In July 2010, three new volunteer leaders were named to head the principal advisory boards of the Pancreatic Cancer Action Network.



Peter Kovler

Peter Kovler, a noted philanthropist and a former journalist who is the producer of several award-winning documentaries, now serves as Chair of the National Board of Directors. David Tuveson, MD, PhD, who works at the Cambridge Research Institute in the United Kingdom, became

Chair of the organization's Scientific Advisory Board. Jordan Berlin, MD, who works at the Vanderbilt-Ingram Cancer Center, became Chair of the Medical Advisory Board.

"We are honored that Peter has broadened his role within the Pancreatic Cancer Action Network by assuming this pivotal leadership position and we look forward to his keen guidance," said Julie Fleshman, President and CEO of the Pancreatic Cancer Action Network. "I know that with Peter's considerable experience and insight, the organization will continue with its notable growth and development. I am also pleased that Drs. Tuveson and Berlin, both leading experts in their fields, have moved into these influential advisory roles."

Peter serves as the Director of the Marjorie Kovler Philanthropic Fund and as Chairman of the Board of the Blum-Kovler Foundation. (In 2006, the Blum-Kovler Foundation made a \$500,000 contribution to the Pancreatic Cancer Action Network, the largest single gift the organization had ever received up until that time.)

He also serves as the Chairman of the Board of the Center for National Policy and is the founder of Chicago's Marjorie Kovler Center for Survivors of Torture. With an impressive background in government affairs, Peter previously worked as an award-winning documentary producer, as well as an acclaimed editor, speech writer and reporter.

In 1970, he lost his mother to pancreatic cancer, and now serves as a committed advocate to advancing research into the disease. He lives in Washington, D.C., with his wife, Judy.

When the organization's research grants program began in 2003, **Dr. Tuveson** was one of the first investigators to receive a grant. His Pancreatic Cancer Action Network – AACR – Career Development Award provided funding for the development of a mouse model that mimics human pancreatic cancer. At the time, Dr. Tuveson was an Assistant

Professor of Medicine at the University of Pennsylvania, having completed his medical and graduate degrees at Johns Hopkins University.

Through his study, Dr. Tuveson and his colleagues created a mouse that was genetically programmed to develop pancreatic tumors, following the same disease progression as humans. This exceptionally powerful resource has revolutionized researchers' abilities to study pancreatic cancer.

In 2006, he moved his laboratory to the University of Cambridge and the Cambridge Research Institute / Cancer Research UK, where he serves as a Professor and Senior Group Leader. Recently, Dr. Tuveson's laboratory published a new method to treat pancreatic cancer in mice, and this information has helped launch trials both in the U.S. and other countries. He continues to investigate new therapies for pancreatic cancer both in the patients he treats as a medical oncologist in Great Britain and in the mouse model. Dr. Tuveson joined the Pancreatic Cancer Action Network Scientific Advisory Board in 2007.

Dr. Berlin has served as Associate Professor and Clinical Director of Gastrointestinal (GI) Oncology at the Vanderbilt-Ingram Cancer Center in Nashville, Tennessee since 1999. He is a leading pancreatic cancer medical oncologist whose clinical research efforts focus on novel treatment approaches for the disease.

Dr. Berlin also serves as chair of the influential Gastrointestinal Intergroup Pancreas Cancer Task Force that determines the agenda for cooperative intergroup clinical trials in the U.S. He believes in enrolling patients, whenever possible, in clinical trials to learn more about the most effective ways to treat gastrointestinal cancers. Improving treatments, while preserving the patient's ability to function normally, are among his professional goals. Dr. Berlin is the recipient of various awards and also serves on a number of national advisory committees. ✨



David Tuveson, MD, PhD



Jordan Berlin, MD

MEET A GRANTEE

JONATHAN BRODY, PHD: AIMING TO PERSONALIZE PANCREATIC CANCER TREATMENT



Jonathan Brody, PhD

Dr. Brody is the recipient of the 2010 Skip Viragh – Pancreatic Cancer Action Network – AACR Career Development Award. He took a somewhat untraditional path to entering the field of biomedical research, completing his undergraduate studies at Skidmore College on a music scholarship and then majoring in history. Halfway

through his college education, Dr. Brody felt drawn to the biological sciences, and volunteered to help in the laboratory of Steven Rosenberg, MD, PhD, Chief of Surgery at the National Cancer Institute, where he began studying tumor immunology. The volunteer position became a technician position, and later on Dr. Brody enrolled in the graduate program at Johns Hopkins University to pursue a PhD in Pathobiology. He now works as an Assistant Professor of Surgery at Jefferson Medical College in Philadelphia, has a joint appointment in Pathology, is a staff member of the Kimmel Cancer Center, and serves as co-director of the Jefferson Pancreatic, Biliary, and Related Cancers Center there. Dr. Brody was also recently named Chair of Surgical Research at Jefferson Medical College.

Once Dr. Brody made a commitment to focus on pancreatic cancer research, he displayed tireless passion and intellect in pursuing his goal, which has been daunting. Among the challenges of studying pancreatic cancer is the lack of effective treatment options. Some patients respond well to gemcitabine, the chemotherapeutic standard of care for pancreatic cancer, but many do not.

Dr. Brody's aim is to determine why some patients' tumors

respond better than others to this treatment, specifically focusing on a protein called HuR. Clinical data suggest that patients whose tumors express HuR typically experience better outcomes with gemcitabine treatment. The ultimate goal of investigators is to create individual therapeutic regimens that will work best for each patient. Dr. Brody's work offers powerful and exciting insights into achieving that objective.

He refers to his day-to-day work as "intellectually fascinating and all-encompassing", yet still finds time to play an active role in supporting activities of the Pancreatic Cancer Action Network. Dr. Brody has attended several Pancreatic Cancer Symposia, PurpleStrides, Pancreatic Cancer Advocacy Day and other events, allowing him to interact with patients and caregivers. He said that these experiences "add the feeling and heart" to his research, and that, after an event, he "can't wait to get back into the laboratory and put in long hours".

His funding from the Pancreatic Cancer Action Network was the first large grant he received as a principal investigator. Now in his third year of overseeing his own laboratory, Dr. Brody said that the timing of this grant was perfect. "It was great 'bridge money' to pave the way for future laboratory funding," he stated. He added that the award serves to validate his work as well as that of his departmental colleagues, including his close collaborator Charles Yeo, MD, who recruited Dr. Brody to Jefferson from Johns Hopkins University.

Dr. Brody added that working as a young scientist can be quite difficult, especially when pursuing investigations into a disease that is as challenging and poorly funded as pancreatic cancer. He is gratified that the Pancreatic Cancer Action Network strives to build a community of researchers dedicated to studying the disease, provides ongoing support for them, and creates an optimal environment in which to conduct critical investigations. ✨



In memory of Skip Viragh

"The fact that I know [the Viragh family] is supporting my work makes me even more inspired to help find a cure and understand this disease. This award will allow me to have the confidence and the resources to pursue my goal of being a full-time pancreatic cancer researcher devoted to finding a cure for this disease. I am honored and humbled to be a small part of the Viragh legacy."

—Jonathan Brody, PhD, expressing his gratitude to the Viragh family for his grant

NEW CHALLENGES, NEW OPPORTUNITIES

Political pundits refer to what happened last November 2 as a “wave” election, where the balance of power shifted from one national party to another. Whether you consider it a new wave, a shock wave or an extreme makeover, one thing is certain: The new Congress offers both challenges and opportunities for the patients, families, physicians, scientists and other supporters who make up the Pancreatic Cancer Action Network.

The class of freshmen lawmakers sworn in during January is enormous by historical standards. Of the 435 members of the U.S. House of Representatives, 96 are newly-elected. In the Senate, 13 of that chamber’s 100 members are new arrivals.

Many of these newly-elected members of Congress have never held political office before. While there is a good chance that their lives may have been touched by pancreatic cancer, they are probably unaware of the fact that it’s the fourth leading cause of cancer death in the U.S., and one of the few cancers where survival rates remain persistently low.

Our challenge will be to educate all 109 of the new faces in Congress about one of the most lethal forms of cancer. They need to know that last year alone, more than



Rep. Leonard Lance (R-NJ), left, with supporter Todd Cohen

43,000 Americans were diagnosed with pancreatic cancer and that 36,800 lost their lives to it. They need to understand that while survival rates are improving for many other forms of cancer, pancreatic cancer is the only one of the top ten cancer killers with a

survival rate that lingers in the single digits at just six percent. This is a statistic that has barely changed in the past 40 years.

These new members of Congress must be shown that more research is the only hope we have for changing the status quo. Today, the National Cancer Institute (NCI) devotes only two percent of its \$5.1 billion budget to research on pancreatic cancer and awards too few pancreatic cancer research grants in nearly every important grant category. This must change.

Last Congress, 247 representatives and 28 senators cosponsored the *Pancreatic Cancer Research & Education Act* (S.362/ H.R.733), a bill calling for the NCI to make conquering pancreatic cancer a higher priority by developing a long-term and comprehensive strategic plan for pancreatic cancer research. Unfortunately, Congress adjourned last year before the bill came up for a vote.

The bill was reintroduced on February 16 in the U.S. House of Representatives by Rep. Anna Eshoo (D-CA) and Rep. Leonard Lance (R-NJ). Senator Sheldon Whitehouse (D-RI) also reintroduced the bill in the Senate that day.

Convincing the new Congress to make pancreatic cancer research a higher priority will not be easy. The current fiscal and economic climate is prompting lawmakers to look for deep cuts in federal spending. In coming months, Congress will consider proposals to reduce federal spending back to 2008 levels, requiring budget cuts of between \$60 billion to \$100 billion.

As Congress works its way through this difficult process, our challenge will be to convince lawmakers that pancreatic cancer research is already under-funded and, for the sake of future generations, should not be cut.

One of the best ways to educate lawmakers is by putting a face on the problem. Members of Congress will spend more time this year back in their home states and congressional districts. Plan to meet with them and let them know how pancreatic cancer has personally affected you, your family and loved ones. Most Members of Congress post information about their local Townhall Meetings or their office hours on their official website. Visit **Senate.gov** or **House.gov** to register for your members’ email updates. You can also use our online Advocacy Action Center at **www.pancan.org/takeaction** to contact them.

Another effective way to convey your message is by attending the fifth annual Pancreatic Cancer Advocacy Day in Washington, D.C., on June 13 to 14, when hundreds of patients and families will converge on Capitol Hill. Use the occasion to recruit family and friends from your congressional district.

Over the coming weeks and months, we will keep you abreast of events in Washington as well as alert you when you need to raise your voice. ✨

Fifth Annual Pancreatic Cancer Advocacy Day

June 13 and 14, 2011 • Washington, D.C.

Learn more and register at www.pancan.org/AD2011

JOIN US!



DOUBLING THE SURVIVAL RATE BY 2020

Look at pancreatic cancer and you'll see something wrong. Survival rates have stayed in the single digits for 40 years. Today, the five-year survival rate remains at just 6 percent. We have a vision to change that—to double the survival rate by the year 2020. Together, we can know, fight and end pancreatic cancer and create hope for a greater chance of survival for patients everywhere.

“We are intensifying our efforts to raise awareness, fund research, support patients and advocate for a national research strategy dedicated to finding a cure by undertaking this bold new initiative,” said Julie Fleshman, President and CEO of the Pancreatic Cancer Action Network. “With the support of our dedicated constituents, I have no doubt we will make it happen.”

The strategy consists of four components:

Advance Research Discoveries. Medical advances do not happen through a scattershot approach, so we remain committed to building a comprehensive and coordinated pancreatic cancer research community to speed the acquisition of knowledge, share information and move findings into practice. We will continue to fund research grants that attract the most talented and promising young scientists to study the disease and re-engage scientists already in the field by funding their innovative research projects and creating a collaborative network for them to share discoveries with other researchers.

Support Patients and Families. Our efforts to educate patients and family members about the disease so they can make informed medical decisions are also critical to making progress. We are increasing the capacity of our one-on-one patient support through our Patient and Liaison Services, or PALS, Program. Central to

our aim of doubling the survival rate is intensifying our efforts to provide the latest and most accurate medical information for patients, encouraging them to enroll in clinical trials, and directing them to pancreatic cancer specialists.

Build and Sustain Federal Support. Much progress has been made against other deadly diseases when privately funded research has been merged with a dedicated federal research strategy. At present, the federal government has no long-term, comprehensive research strategy for pancreatic cancer. It dedicates little funding to pancreatic cancer research relative to the other leading cancers. Our advocates will continue to educate Members of Congress about pancreatic cancer and encourage them to introduce and pass the *Pancreatic Cancer Research & Education Act* (S.362/ H.R.733), legislation that will spur the National Cancer Institute to develop and fund a long-term, comprehensive research strategy for developing early diagnostics and better treatments to increase survival rates.

Mobilize Troops. Through the years, our volunteers and advocates have significantly heightened national awareness of pancreatic cancer while raising tens of millions of dollars to fund private research, directly support patients by providing information and education, educate those in the federal government about pancreatic cancer and the need for increased research funding. We'll continue to expand our national network by providing people with the tools they need to educate, organize and empower others to know, fight and end this devastating disease.

Look for more information in the coming months about our vision of progress to double the survival rate for pancreatic cancer patients by 2020. ✨

BOARD MEMBERS APPLAUD NEW 2020 GOAL

When The Vision of Progress: Double the Pancreatic Cancer Survival Rate by 2020 was shared with the three advisory boards of the Pancreatic Cancer Action Network – the National Board of Directors, the Scientific Advisory Board and the Medical Advisory Board – the response was overwhelmingly positive. Here, three members convey their enthusiasm about the initiative and how they believe it will benefit the pancreatic cancer community.

"This is an important and achievable goal and we all share the hope that the survival rate will more than double during this time period. There are well-known examples of such advances. Regarding childhood cancer, the five-year survival for acute lymphocytic leukemia was around 10 percent in the 1960s. It increased to approximately 25 percent in children diagnosed between 1970 and 1974. The 30-month survival rate for testicular cancer increased from 22 percent during 1973 to 1976 to 56 percent during the period from 1977 to 1979. Congratulations on articulating this goal and raising the bar on the pace of progress."

— Margaret Mandelson, PhD, Fred Hutchinson Cancer Research Center, Scientific Advisory Board

"Congratulations...your choice to set an objective and quantifiable goal is perfectly appropriate. It will give everyone familiar with the organization a target and a metric by which to judge not only the progress of the Pancreatic Cancer Action Network but the efforts of the entire scientific community as well. There should not be any hesitancy or reluctance to accept the challenge and set the goal. The benefits and energy derived by setting the goal outweigh any notion of risk if it is not achieved..."

— Mark Talamonti, MD, NorthShore University HealthSystem, Medical Advisory Board

"I think this is outstanding."

— Jordan Berlin, MD, Vanderbilt-Ingram Cancer Center, Chair/Medical Advisory Board

A STORY OF HOPE AND INSPIRATION MY HERO: MY DOG ZEUS

By Rick Asbridge, Covington, GA



Rick and his beloved dog, Zeus

My name is Rick and I'm a pancreatic cancer survivor. I am happy to say that I have been free of cancer since September 2007 when I underwent the Whipple procedure.

The day I was diagnosed was the most terrifying day of my life. I served in the military for 21 years and was attached to a Special Warfare Unit with the U.S. Navy, but nothing I experienced in combat compared

to that day. I was at the lowest point I've experienced in my life and would have had great difficulty getting through this horrible time without my best friend and my "caregiver", Zeus.

Zeus is my 87-pound boxer and he is the closest friend and the best caregiver anyone could ever want. The day I was diagnosed, he knew something was wrong and would not leave my side. My dog would follow me everywhere I went and would lay with me with his head on my lap and just watch me.

After I came home following my surgery, he was there once again, right next to me; he would not leave my side for anything! Zeus was there for me to talk to, no matter what time of day or night.

He never judged me and always seemed to understand what I was saying and what I was going through. Without Zeus, I very seriously doubt that I would have recovered as fast as I did nor would I have made it through those long nights sitting up alone when I couldn't get to sleep, with my mind racing. All I could think about was what was going on with my body. Then, I would think about what others with this cancer had gone through and still go through. Suddenly, I would start crying like I've never cried before in my life. Zeus patiently stayed with me.

As I write these words right now, he is laying beside me on the floor, behaving like the great friend that he has always been. I know some of you may think I'm nuts talking about my dog being my caregiver, but I can tell you with all my heart I do not know where my health would be at this moment without God and Zeus. He has been such a godsend and a treasure in my life. It'll be hard to repay him for everything that he's done for me, but I am going to try.

My only wish is that the cure for this and all other cancers in the world could be found soon so that nobody else or their loved ones will have to go through such a horrible experience. I thank the Pancreatic Cancer Action Network for all that they do in trying to raise awareness and bring this horrible cancer to light. I also want to thank them for giving us a chance to thank the heroes in our lives and sharing the stories that we have about them.

Although a dog, Zeus has continually given me hope, lifted me up when I was down, and gave me a strong canine shoulder (or back) to cry on whenever I needed it. I owe him a great debt and love him with all my heart! ✨

PATIENT AND LIAISON SERVICES (PALS)



PALS offers comprehensive, high-quality information and resources to patients and families facing pancreatic cancer, including information about the disease, treatments, clinical trials, side effect and symptom management, diet and nutrition, and support resources. Contact PALS for your personalized clinical trials search, pancreatic cancer information or for a free educational packet.

El programa de PALS esta disponible en español.

Patient and Liaison Services (PALS)

Monday - Friday, 7am - 5pm Pacific Time

Toll-free: 877-272-6226 | E-mail: pals@pancan.org



KNOW YOUR PANCREATIC ENZYME PRODUCTS



Pancreatic enzymes are natural chemicals produced by the pancreas that help break down fats, proteins and carbohydrates during digestion. Frequently, pancreatic cancer patients suffer from pancreatic insufficiency, or the inability of the pancreas to produce

enough enzymes to break down food.

Pancreatic insufficiency may cause the following symptoms:

- feelings of indigestion
- cramping after meals
- large amounts of gas
- foul-smelling gas or stools
- floating or greasy/fatty stools
- diarrhea
- weight loss

Doctors sometimes prescribe pancreatic enzyme products to patients who suffer from pancreatic insufficiency.

Pancreatic enzyme products are available in prescription and over-the-counter forms. Different brands of prescription pancreatic enzyme products are not identical. The United States Food and Drug Administration, or FDA, has mandated that all prescription pancreatic enzyme products must pass FDA approval to ensure their effectiveness, safety and manufacturing consistency. For more information on the FDA approval process, visit their website at www.fda.gov, and search for “Updated Questions and Answers for Healthcare Professionals and the Public: Use an Approved Pancreatic Enzyme Product (PEP).”

To date, brands approved by the FDA for use in the U.S. are Creon®, Pancreaze™ and Zenpep®. Other brands that are still under review are Pancrecarb®, Ultrase® and Viokase®. Although the FDA has not yet approved these products, they may still be available in some pharmacies. However, they can no longer be manufactured in the U.S. until they are approved by the FDA.

Over-the-counter pancreatic enzyme products are available

without prescription. These enzymes are classified as dietary supplements rather than drugs, so the FDA regulates them under a different set of guidelines. While these products must also be deemed safe, manufacturing consistency from one batch to the next is not assessed.

Consult a doctor or dietitian to find out if pancreatic enzyme supplements are right for the patient and for advice on which pancreatic enzyme product to use.

The recommended type and dose of pancreatic enzymes must be chosen for each patient. In addition, some people may adapt to different doses of enzymes over time. Although the appropriate type and dose of pancreatic enzymes varies from person to person, some general recommendations for optimizing the effectiveness of pancreatic enzymes include:

- Taking enzymes with every meal or snack that contains fat, especially meat, dairy, bread and desserts.
- Starting with the smallest dose necessary and adjusting according to the severity of pancreatic insufficiency.
- Taking the enzymes at the beginning of a meal or snack. Enzymes can also be taken throughout the meal. If enzymes are forgotten and only taken at the end of the meal, they generally do not work well.
- Swallowing intact tablets and capsules with liquid at mealtimes. They should not be crushed or chewed unless you are directed to do so by a member of your medical team.
- Using enzymes prior to their expiration date; they may become less effective as they get older.

The most common side effect of pancreatic enzymes is constipation. Although less common, other side effects of enzymes include nausea, abdominal cramps or diarrhea. Discontinue the use of pancreatic enzymes if any signs of hypersensitivity or allergic reactions appear. Please note that beef, pork, pineapple and/or papaya may be used in the preparation of enzymes.

For more information, contact a PALS Associate toll-free at 877-272-6226 or email pals@pancan.org. PALS Associates are available Monday-Friday 7am-5pm Pacific Time. ✨

UPCOMING PANCREATIC CANCER SYMPOSIA

Join us for a day of education and information presented by leaders in the field and enjoy networking with other patients, survivors, caregivers and family members.

Washington, D.C.

March 19/ Renaissance Washington, D.C.

Chicago

April 15/ Hyatt Regency Chicago

Seattle

May 20/ Sheraton Seattle Hotel

Please visit our website at www.pancan.org for more information.

Also look online for information about additional educational lectures taking place around the country this spring.

WHY ALL PANCREATIC CANCER PATIENTS SHOULD CONSIDER CLINICAL TRIALS

Pancreatic cancer clinical trials are research studies that investigate new treatments or early detection methods to determine whether they are beneficial. These studies play an important role in advancing research and finding more effective treatments for pancreatic cancer. ***The Pancreatic Cancer Action Network recommends that all pancreatic cancer patients consider clinical trials when exploring treatment options.***

Clinical trials may be conducted using completely new treatments or treatments that are already available. Since all cancers are different, a drug that is already approved by the United States Food and Drug Administration, or FDA, for the treatment of one type of cancer may not be approved to treat pancreatic cancer. In order to obtain FDA approval for treating pancreatic cancer, a drug must pass through the clinical trial process involving patients who have pancreatic cancer. Clinical trials are the safest and quickest way to confirm whether new treatments are actually beneficial for patients.

Safe and effective treatment is the goal for both clinical trial participants and for the researchers who provide the treatments. Several mandatory steps are followed to protect participants. First, in cancer clinical trials, placebos are never used in place of the standard treatment for a given cancer. Also, in order to participate in any clinical trial, the FDA requires that an individual read and sign an informed consent form. This procedure ensures that patients receive complete information about a clinical trial prior to their participation and that they have key facts of the study to read and discuss with their families and doctors.

Clinical trials are important because they determine whether a new and potentially better treatment is safe and effective. The trials may provide opportunities for patients to receive a promising drug or treatment while receiving care by top

doctors and researchers at leading healthcare facilities. Additionally, clinical trials may offer treatments that have better results than currently approved treatments.

FINDING A CLINICAL TRIAL

Each clinical trial has specific enrollment guidelines that must be met by each patient in order for him/her to participate. Generally, participants must meet a list of standard requirements such as type and stage of cancer, prior treatments received, age, medical history and current medical condition. The purpose of these criteria is to identify a patient population



with enough in common to be able to determine whether or not the treatment is effective.

The Pancreatic Cancer Action Network's Patient and Liaison Services, or PALS, program maintains a comprehensive database containing up-to-date information about pancreatic cancer clinical trials taking place throughout the United States. Our PALS Associates can perform a personalized search of the clinical trials database and provide patients with a list of clinical trials that may be appropriate for them. This service allows patients to take their personalized search results to their doctor to discuss all of their treatment options.

For a free personalized clinical trials search or for other questions related to clinical trials, contact a PALS Associate toll-free at 877-272-6226 or email pals@pancan.org. PALS Associates are available Monday-Friday 7am-5pm Pacific Time. ✨

Volunteer to Offer Support through the Survivor and Caregiver Network



Have you been diagnosed with or are you currently caring for someone with non-operable or metastatic pancreatic cancer and would like to lend support to others?

The Survivor and Caregiver Network is a group of volunteers who communicate with other patients and caregivers by phone or email as a source of support, hope and inspiration.

For more information about joining the Survivor and Caregiver Network, please contact Amanda Hine toll-free at 877-272-6226 or email her at ahine@pancan.org.

EVENTS SUMMARY

OCTOBER TO DECEMBER 2010

ALABAMA

PurpleBowl Birmingham 2010, 11/20/2010

CALIFORNIA

PurpleLight Orange County 2010, 11/10/2010
Awareness Night with the San Jose Sharks, 11/11/2010
PurpleStride San Diego 2010, 11/13/2010
PurpleStride Orange County 2010, 11/13/2010
PurpleLight Pasadena 2010, 11/19/2010
Awareness Night with the Los Angeles Kings, 11/27/2010
PurpleLight Manhattan Beach 2010, 11/29/2010

COLORADO

PurpleLight Pagosa Springs 2010, 11/6/2010
PurpleLight Denver 2010, 11/6/2010

CONNECTICUT

PurpleStride Danbury 2010, 11/7/2010

FLORIDA

Hockey Fights Cancer with the Florida Panthers, Sunrise,
10/21/2010
4th Annual Night of Hope - Tampa Bay 2010, 11/4/2010
Purple Stride South Florida, Davie, 11/6/2010
PurpleStride Orlando 2010, 11/7/2010

GEORGIA

PurpleStride Savannah 2010, Tybee Island, 11/6/2010
PurpleStride Atlanta 2010, 11/13/2010

IDAHO

PurpleLight Boise 2010, 11/13/2010

ILLINOIS

6th Annual "Time for Hope" Benefit, Oak Forest, 10/17/2010
Celebrate Life for Hope 2010, Mokena, 11/6/2010

INDIANA

PurpleLight Indianapolis 2010, 11/13/2010

KANSAS

Night of Hope Kansas City 2010, Mission, 11/13/2010

LOUISIANA

PurpleStride Lake Area 2010, Lake Charles, 12/4/2010

MARYLAND

PurpleStride Maryland 2010, Cockeysville, 10/10/2010

MICHIGAN

Awareness Day with the Detroit Lions, Detroit, 11/7/2010

MINNESOTA

PurpleLight Twin Cities 2010, St. Paul, 11/16/2010

MISSOURI

PurpleStride St. Louis 2010, 10/17/2010

NEBRASKA

PurpleLight Omaha 2010, 11/7/2010

NEW JERSEY

PurpleStride New Jersey 2010, Parsippany, 11/7/2010

NEW YORK

Awareness Night with the New York Islanders, Uniondale,
10/16/2010

NORTH CAROLINA

PurpleStride Raleigh Durham 2010, 11/7/2010

OHIO

PurpleLight Cincinnati 2010, 11/7/2010
Raise Your Glass for a Cure, Powell, 11/11/2010

OREGON

PurpleStride Portland 2010, 11/7/2010

PENNSYLVANIA

PurpleStride Philadelphia 2010, 11/6/2010
Cheers! to a Cure, Scranton, 11/13/2010
Pizza for Pancreatic Cancer, Scranton, 11/15/2010-
11/18/2010
Awareness Night with the Wilkes-Barre/Scranton Penguins,
11/27/2010

RHODE ISLAND

PurpleLight Providence 2010, 11/13/2010

TENNESSEE

PurpleStride Chattanooga 2010, 10/9/2010

TEXAS

Dallas Stars Fight Cancer, Dallas, 10/23/2010
 PurpleStride San Antonio 2010, 11/6/2010
 PurpleLight Austin 2010, 11/9/2010
 PurpleStride DFW 2010, Dallas, 11/14/2010

VIRGINIA

PurpleBowl Tidewater 2010, Virginia Beach, 11/13/2010
 Pancreatic Cancer is a Drag, Richmond, 11/20/2010

WASHINGTON

PurpleStride Puget Sound 2010, Seattle, 11/7/2010

WEST VIRGINIA

Purple Scarf of Hope 2010, Buckhannon, 11/1/2010

WISCONSIN

Jazzed for Hope 2010, Madison, 11/6/2010
 Purple Passion and Fashion, Milwaukee, 11/13/2010 

CONGRATULATIONS TO OUR VOLUNTEER LEADERS

Thank you to the following core role volunteers, who began in their new positions from September 1, 2010 to December 31, 2010.

Alan Allred, Advocacy Coordinator, Charlotte
Michelle Allred, Advocacy Coordinator, Charlotte
Cynthia Alte, Media Representative, Indianapolis
Kristen Angell, Affiliate Coordinator, Connecticut
Lauren Ballough, Event Coordinator, Manhattan
Amy Boettcher, Event Coordinator, Cincinnati
Heather Bowman, Community Representative, Wichita
Ian Campbell-Laing, Event Coordinator, Connecticut
Ariane Chapple, Event Coordinator, Bay Area
Lauren Chekanow, Media Representative, Atlanta
Eric Constantino, Event Coordinator, Rhode Island
**Gregory Corcoran, Education and Outreach
 Coordinator, Delaware**
Sheila Cosgrove, Affiliate Coordinator, New Jersey
Laura Cross, Affiliate Coordinator, Milwaukee
**Kelly Cummings, Education and Outreach Coordinator,
 Des Moines**
**Laura Daskalova, Community Representative,
 Lexington**
Janet Dixon, Community Representative, Columbus
Maija Eerkes, Advocacy Coordinator, Puget Sound
Dawn Eig, Affiliate Coordinator, Manhattan
**Kathryne Evans, Community Representative,
 Little Rock**
Carol Foreman, Community Representative, Paducah

Mike Gau, Affiliate Coordinator, San Diego
Deborah Hsieh, Advocacy Coordinator, Manhattan
**Julie Linse, Education and Outreach Coordinator,
 Oklahoma**
**Gemma Lockwood, Education and Outreach
 Coordinator, Tidewater**
Mary Jo Mahowald, Advocacy Coordinator, Twin Cities
Anita Marks, Event Coordinator, Miami
Melissa Mason, Event Coordinator, Atlanta
Laura Miller, Event Coordinator, Nashville
Whitney Patz, Media Representative, Charlotte
Jacob Seal, Event Coordinator, Boston
**Angela Searcy, Education and Outreach Coordinator,
 Nashville**
Cheryl Silver, Media Representative, Madison
Natosha Southward, Event Coordinator, Atlanta
Jackie Starnes, Event Coordinator, Nashville
**Lori Turner, Education and Outreach Coordinator,
 Charlotte**
Allison Whisman, Advocacy Coordinator, Indianapolis
**Kerry Wiles, Education and Outreach Coordinator,
 Nashville**
David Witt, Affiliate Coordinator, Manhattan
Chenoa Woods, Advocacy Coordinator, Portland
Charlotte Garrett, Advocacy Coordinator, Kansas City 

TEAMING UP TO RAISE HOPE

To witness the true power of teamwork, look no further than the Pancreatic Cancer Action Network's signature PurpleStride® events. In 2010, more than 2,400 teams participated in 36 PurpleStrides around the country, raising in excess of \$3,300,000. Incredibly, at PurpleStride Philadelphia alone, 185 teams brought in more than \$400,000!

Teams are most often created to support or honor a loved one. Luke and Joe Eichinger formed "Team Eichinger" in memory of their father, Joe, who passed from pancreatic cancer in 2010.

Luke Eichinger described the experience of participating in PurpleStride Puget Sound in November as empowering. "We had 117 members on our team. I created a Facebook page with a registration link, sent out electronic invitations to all of my friends, passed out registration forms at school, and e-mailed all of my father's contacts asking them to donate or walk with us.

"My brother's fraternity turned out too, and we even had members of the Everett Rowing Association wear the PurpleStride T-shirts during their race," he added. "We all started together, and walked as a large group under the sign 'Team Joe Eichinger.' It was a really powerful experience. My dad has been my biggest inspiration and I know he would have been proud."

Team Allen actually had members who participated a thousand miles apart. On November 13, five team members walked in PurpleStride Orange County in California. The next day, 23 additional team members turned out for PurpleStride DFW in Texas.

Team leader Jill Allen explained the motivation behind the team. "My husband, David, was diagnosed with pancreatic

cancer in 2007 at age 28," she said. "He is now a three-year survivor who still battles every day. We have a four-year-old daughter, Bella, who inspires us to keep going and to STRIDE as far as we can. David strides to walk Bella down the aisle (at her wedding) some day. I stride to reach the top of the Eiffel Tower with David. We all stride to find a cure for David and all those who battle this disease."



"Team Joe Eichinger" recruited 117 participants for PurpleStride Puget Sound.

Workplace teams are also gaining momentum. At PurpleStride Detroit, the Oakland County Credit Union recruited more than 100 participants and surpassed their fundraising goal by raising over \$10,500. Companies of all types form teams, from "Team Dicks Sporting Goods" at PurpleStride South Bay in California to "Freels Orthodontics" at PurpleStride Austin. Georgetown University Hospital was not only a sponsor of PurpleStride D.C., but they also recruited 45 participants for the event.

To learn more about an upcoming PurpleStride event in your area, visit www.purplestride.org. ✨



SUPPORT YOUR LOCAL PURPLESTRIDE IN 2011

In 2010, Pancreatic Cancer Action Network volunteers produced an impressive 36 PurpleStride events across the country, raising more than \$3.3 million to advance research, support patients and create hope for those facing the disease. Even more growth is anticipated in 2011, with over 50 PurpleStride events expected nationwide.

To find out how you can help, visit www.pancan.org/volunteer and reach out to your local affiliate to learn about great volunteer opportunities in your area.

THE 2010 TEMPUR-PEDIC® HUGS BACK CAMPAIGN: IMMEASURABLE IMPACT OF A CORPORATE CHAMPION LEADER

The Pancreatic Cancer Action Network's first corporate champion, Tempur-Pedic, concluded the second year of its Tempur-Pedic Hugs Back campaign on January 24, 2011, when they committed to a \$300,000 donation to the organization.

Counting donations generated through the 2009 Hugs Back campaign, Tempur-Pedic will have contributed more than \$800,000 to support vital scientific investigations funded through the Pancreatic Cancer Action Network's research grants program. Tempur-Pedic raised the campaign funding with the support of its nationwide network of retailers.

Besides generating research funding, the 2010 Tempur-Pedic Hugs Back campaign also raised significant national awareness about pancreatic cancer and the Pancreatic Cancer Action Network through multiple marketing, advertising and public relations channels. These included national print ads that appeared in several major magazines and newspapers, television and radio spots that participating retailers ran in their local/regional markets, and Hugs Back point-of-purchase displays the retailers used to educate their consumers about the cause.

"Participation in a cause-related marketing program is an ideal way for a socially responsible business to demonstrate public awareness of its values and its willingness to support a good cause," said Brian Doremus, Director of Corporate Relations for the Pancreatic Cancer Action Network. "Through the Hugs Back campaign, Tempur-Pedic and their retail partners have established a powerful association between their brand and this disease that is beginning to capture the attention of corporations and consumers across the country."

In addition to the Hugs Back campaign, Tempur-Pedic retailers showed a presence at PurpleStride fundraising events around the country to promote the campaign. "Providing the retailers with exposure at our PurpleStride events is a

key part of heightening awareness of the campaign among our volunteer affiliates," said Mary Jo Kennedy, Director of Community Outreach at the Pancreatic Cancer Action Network. "When our volunteers see Tempur-Pedic and their retailers represented at their local and regional events, they realize the strength of their commitment to our mission.

"Our PurpleStride events also present an ideal way for us to thank and support the retailers who have been such an important part of the Hugs Back campaign's success during the past two years," she added.

To learn more about how your company can become involved in the fight against pancreatic cancer on a local, regional or national level, email Brian at bdoremus@pancan.org.

For more information about Tempur-Pedic, go to www.tempurpedic.com. 



From left, Mark Sarvary, CEO, Tempur-Pedic International, Inc.; Julie Fleshman, Pancreatic Cancer Action Network President and CEO; Rick Anderson, President, Tempur-Pedic North America, LLC; and Pancreatic Cancer Action Network Board Member Stuart Rickerson.



ENLISTING CORPORATE SUPPORT

The growth of our Corporate Champion program is primarily driven by developing relationships with key supporters within companies around the country. Volunteers, donors and advocates who support our cause can further these efforts by helping us to forge relationships within their own companies. Introductions to key business contacts aid us enormously as we work to build new corporate relationships.

To find out how you can help us to create even more corporate champion opportunities, call Brian Doremus in our Corporate Relations department at 877-272-6226.

ABBY SOBRATO: PAYING TRIBUTE TO A CHERISHED WIFE, MOTHER AND COMMUNITY VOLUNTEER



Abby and John Sobrato

Those who knew Abby Sobrato were as inspired by her benevolence as they were by her perpetually optimistic attitude toward life, according to her husband, John Sobrato.

“Her nickname was Pollyanna after the character in the classic Disney movie, because she always strived to look for the best in everyone and every situation,” John said. “Abby chose to see everyone based on their strengths and good qualities,” which was just one of the many reasons the former special education teacher was so beloved in the community of Saratoga, California, where she resided with her family for many years.

In addition to her roles as a devoted wife to John and a loving mother to her sons John and Jeff, Abby was also a passionate philanthropist, supporting many causes that were dear to her, especially those related to education.

With a contagious enthusiasm, she often enlisted others to lend a hand with her charitable works. “Abby led by example and did not seek recognition,” said John. “She also always had a following of good friends that would become involved in her causes.”

One institute in particular held a special place in the couple’s hearts: their alma mater, Santa Clara University, where they both served on the school’s Board of Regents. Abby also served on the university’s Capital Campaign Leadership Council, the Walden West Outdoor School

Foundation, the Bellarmine Mothers’ Guild Board, and the Diocese of San Jose Capital Campaign Steering Committee. When her sons were children, she helped to fundraise for their schools as well.

In recognition of her decades-long commitment to philanthropy in her community, Abby was honored with the Santa Clara Panhellenic Council’s 2010 Athena Award.

After she was diagnosed with pancreatic cancer in October of 2009, Abby still maintained her optimism, which helped her distraught family cope as they supported her during her illness. When she succumbed to the disease in May 2010 at age 50, John considered ways to honor her memory.

As a tribute to her philanthropic spirit, John decided to fund the Abby Sobrato – Pancreatic Cancer Action Network – Innovative Grant Award this year. Totalling \$200,000, the two-year Innovative Grants are intended to further the development of new and innovative approaches to treating the disease, including those that have shown promise in combatting other forms of cancer.

“The outcomes are so terrible for this disease, it seemed to me that the best thing I could do was to support research,” John said. “I felt one of the most effective ways I could help was through the Pancreatic Cancer Action Network’s Innovative Grants program. This was an easy decision for me.”

Tragically, pancreatic cancer affected John’s life again in July 2010, when a close family friend, Father Paul Locatelli, also passed from the disease.

The death of Father Locatelli, who served as Santa Clara University’s president from 1988 to 2008, and then as its chancellor, spurred John to become even more committed to fighting pancreatic cancer. He now supports the annual Walk 4 Pancreatic Cancer, which has been held for the past two years at Santa Clara University and benefits the UCSF (University of California San Francisco) Pancreatic Research Foundation.

John is anxious for pancreatic cancer research to progress. “Until doctors have better tools at their disposal, we will see limited success in advancing treatments,” he said. ✨



KEEP THE MEMORY ALIVE

A wonderful way to pay ongoing tribute to your loved one while raising awareness and funding for the fight against pancreatic cancer.

www.firstgiving.com/keepthememoryalive



CREATE A LEGACY GIFT

A legacy gift ensures that your estate will benefit countless lives affected by pancreatic cancer. To learn more about creating a bequest, or other planned-giving options, please contact Pamela Acosta Marquardt at pmarquardt@pancan.org or at 877-272-6226.



HUNDREDS OF GENEROUS SUPPORTERS GATHER FOR THE 13TH ANNUAL AN EVENING WITH THE STARS GALA

The Hyatt Regency Century Plaza Hotel in Los Angeles served as the elegant setting for the 13th annual An Evening with the Stars gala, where nearly 600 supporters gathered on October 30, 2010, to acknowledge five extraordinary heroes for their own special contributions to the efforts to defeat pancreatic cancer. The inspirational event grossed more than \$800,000, which will be used to fund critical programs and research projects for the pancreatic cancer community.

During the gala, honorees shared their own touching stories about losing loved ones to the disease. Long-time donor and supporter Cindy Landon, whose husband Michael Landon passed from pancreatic cancer in 1991, was acknowledged with the *Emily Couric Public Service Award* for her many contributions to the Pancreatic Cancer Action Network as well as a host of other worthy charities.

Later, siblings Linda Daly, Robert Daly, Jr. and Brian Daly

were recognized with the inaugural *Nancy M. Daly Shining Star Award*, a new honor created as a tribute to their mother, a celebrated Los Angeles-area philanthropist who passed from pancreatic cancer in 2009.

In another evening highlight, the Pancreatic Cancer Action Network's national spokesperson, Lisa Niemi Swayze, was presented with the *Spirit of Hope Award* in recognition of her ongoing efforts to heighten awareness during her husband Patrick Swayze's highly publicized battle with the disease and after his passing in 2009.

"As always, we are extremely grateful to everyone who supports our annual gala," said Julie Fleshman, President and CEO of the Pancreatic Cancer Action Network, who lost her own father to the disease. "Each year, this occasion allows us to remember all of those we have lost to pancreatic cancer, and provides us with an opportunity to raise critical funding to bring us even closer to finding a cure." ✨



Lisa Niemi Swayze addresses the crowd as she accepts the Spirit of Hope Award.



From left, Sean Landon, Emily Couric Public Service Award honoree Cindy Landon, and Jennifer Landon



From left, Nancy M. Daly Shining Star Award honorees Robert Daly, Jr., Linda Daly and Brian Daly



Evening host Tony Potts, Access Hollywood



SAVE THE DATE:
AN EVENING WITH THE STARS 14TH ANNUAL GALA
BEVERLY HILLS, CALIF. OCTOBER 22, 2011



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***PLEASE NOTE OUR NEW ADDRESS**

WELCOME THE NEW YEAR IN PURPLE

We invite you to visit our Online Store and shop for the most up-to-date awareness items. We have significantly expanded our selections of apparel, fashion accessories, pins, and much more.

WWW.PANCAN.ORG/STORE

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CALENDAR OF EVENTS*

DATE	EVENT NAME	CITY, STATE	CONTACT
4/23/2011	PurpleStride Kansas City	Kansas City, MO	Lindsey McDonald lmcdonald@pancanvolunteer.org
4/30/2011	PurpleStride Chicago 2011	Chicago, IL	Maureen Feck mfeck@pancanvolunteer.org
5/14/2011	PurpleStride Los Angeles 2011	El Segundo, CA	Danielle Dietz ddietz@pancanvolunteer.org
5/15/2011	PurpleStride Rhode Island	Providence, RI	Kim Trupiano ktrupiano@pancanvolunteer.org
5/19/2011	PurpleLinks Atlanta	Atlanta, GA	Melissa Mason mmason@pancanvolunteer.org
5/21/2011	PurpleStride Tampa Bay 2011	Tampa Bay, FL	Tracy Connolly tconnolly@pancanvolunteer.org
5/21/2011	5th Annual Celebration of Hope	Seattle, WA	Jennifer Donahue jdonahue@pancanvolunteer.org
5/22/2011	PurpleStride Manhattan 2011	Manhattan, NY	Lauren Ballough lballough@pancanvolunteer.org
6/4/2011	PurpleStride Milwaukee	Milwaukee, WI	Julie Larsen jlarsen@pancanvolunteer.org
6/11/2011	PurpleStride Omaha	Omaha, NE	Diane Pursel dpursel@pancanvolunteer.org
6/11/2011	9th Annual Walk Through the Vineyards	St. Helena, CA	Michelle Monhart mmonhart@pancanvolunteer.org
6/14/2011	5th Annual Pancreatic Cancer Advocacy Day	Washington, DC	Daphne Delgado atddelgado@pancan.org
6/18/2011	PurpleStride Cleveland	Cleveland, OH	Teresa Young tyoung@pancanvolunteer.org
6/18/2011	PurpleStride Washington, DC 2011	Washington, DC	Susan Okula sokula@pancanvolunteer.org
6/25/2011	PurpleStride Indianapolis	Indianapolis, IN	Betsy Anteau banteau@pancanvolunteer.org
6/25/2011	TEAMHOPE® Seattle Half-Marathon	Seattle, WA	Katie Kachurak atkkachurak@pancan.org

*For information about upcoming pancreatic cancer symposia, please turn to page 6.

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