



WORLD PANCREATIC CANCER DAY

Light It Purple Letter Template

[Replace WPCD logo with your logo if desired]

Dear [Name],

I'm writing to you as [insert capacity] to request your support of World Pancreatic Cancer Day, November 19, 2020, by lighting [insert landmark name] purple on [insert date(s)].

Did you know:

- In nearly every country, pancreatic cancer has the lowest survival rate of all major cancers (8-14%). [Source](#). [Or insert your local country's statistics]
- Every day, more than 1,257 people worldwide will be diagnosed with pancreatic cancer, and an estimated 1,184 will die from the disease. [Source](#).

Pancreatic cancer is one of the world's deadliest cancers, and we need more attention, awareness and progress to help patients fight and survive this disease.

With your help, we can raise awareness in our community about the symptoms and risks of pancreatic cancer and the urgent need for earlier detection, which ultimately can save lives.

By lighting up [insert landmark name] purple in support of World Pancreatic Cancer Day, you will be part of a worldwide movement that brings together more than 90 pancreatic cancer organizations from 35 countries and six continents to raise awareness and inspire action.

If you are able to light up purple, we will happily publicize your participation on the World Pancreatic Cancer Day social media channels. [Insert local social media channels as appropriate].

Thank you in advance for your consideration and participation.

[Insert signature]

NOV 19 • 2020