Global Coalition Calls for Early Diagnosis of World’s Toughest Cancer on World Pancreatic Cancer Day—Thursday, Nov. 19, 2020

[adjust to geographically appropriate date format throughout]

It’s about time we raise our voices to advocate for pancreatic cancer

awareness, action, and earlier detection.

City, State [or City, Country if outside the U.S.] – (November X, 2020) – On Thursday, Nov. 19, World Pancreatic Cancer Day, people around the world will unite and take action to raise awareness about pancreatic cancer, the symptoms and risks of the disease, and the urgent need for early detection. World Pancreatic Cancer Day is an initiative of the World Pancreatic Cancer Coalition which brings together more than 95 organizations from over 35 countries on six continents to inspire action. It’s about time we understand the symptoms and raise our voices for change. Only through early detection and diagnosis can we hope to put time on our side against this deadly disease.

[Name of organization] in [City] will join the fight against the world’s toughest cancer with an event at [location] on [date] at [time]. [Insert one sentence about the event and who it benefits].

WHAT: [One-sentence description of the event, participants and who benefits]

WHEN: [Insert date and time]

WHERE: [Insert location]

VISUALS/INTERVIEWS: [Explain what appealing visuals journalists can capture by attending the event and if a spokesperson is available for an interview on-site]

CONTACT: [Insert relevant contact information – phone and email]

For more information about pancreatic cancer and shareable assets, visit: WorldPancreaticCancerCoalition.org.

About World Pancreatic Cancer Day

World Pancreatic Cancer Day (WPCD), a day dedicated to raising global awareness of pancreatic cancer, occurs on the third Thursday of November during Pancreatic Cancer Awareness Month. WPCD is an initiative of the World Pancreatic Cancer Coalition, bringing together more than 95 organizations from over 35 countries on six continents to raise awareness and inspire action. The goal of WPCD 2020 is to create urgency and an appreciation of TIME. It’s About Time we work together to drive awareness of the critical importance for early detection. Only through more widespread awareness of the symptoms and risks of pancreatic cancer can we effect earlier diagnoses that will improve patient outcomes and put time on your side.

[If annual event, insert high-resolution, visually appealing photos from event last year]

