

Pancreatica



WalksandRuns

Pancreatica is an initiative of the non-profit Lorenzen Cancer Foundation aimed at forever changing the tragic relationship between human beings and pancreatic cancer.

JOIN US IN THE FIGHT AGAINST PANCREATIC CANCER...

Thank you for your interest in participating in a Pancreatica Walk or Run - To Fight Cancer! You are well on your way to fostering social good and having a great time. Pancreatica Walks and Runs is dedicated to raising awareness and funds, increasing education and supporting pancreatic cancer research. The donations collected will be used to fulfill these goals.

As part of our program you will:

- Do something remarkable, for yourself and for others
- Contribute to a good cause
- Make new friends
- Be an example for others to be inspired to action
- Learn more about fitness, health, fundraising and more!

In this packet you will be provided:

- Information about the Lorenzen Cancer Foundation
- An overview of pancreatic cancer
- Pancreatica Walks and Runs benefits

Do some good - Multiply Yourself: recruit a friend or form a team!

The staff of Pancreatica Walks and Runs is here to guide and assist you. Please feel free to contact us at 1-877-ToFightCancer (1-877-863-4448) or by e-mail at participate@ToFightCancer.com

Thank you for walking or running to fight cancer! We will put your funds to serious use.

Quote from one of our participants:

"Thank you for such a great experience. I am so happy that I decided to do this. This weekend was so amazing, seeing all those people come together for this cause was just amazing."



ABOUT THE LORENZEN CANCER FOUNDATION

The Lorenzen Cancer Foundation is a 501(c)3 non-profit organization dedicated to the memory of Gary Lorenzen who died in May 2000 of pancreatic cancer. Our mission includes raising awareness and funds, increasing education, and furthering research in pancreatic cancer.

The Foundation is dedicated to maintaining the Pancreatica Initiative, the world's top consumer health resource for patients, caregivers, physicians and researchers. The "News and Archives" section on www.pancreatica.org displays the largest concentration of scientific articles related to pancreatic cancer, and the database of ongoing pancreatic cancer clinical trials is the world's largest.

For more information on the Lorenzen Cancer Foundation and its programs, please visit www.pancreatica.org

Lorenzen Cancer Foundation Science Board

James Abbruzzese, MD
M.D. Anderson Cancer Center

Markus Büchler, MD
Heidelberg University, Germany

Ralph Hruban, MD
Johns Hopkins University

Eileen O'Reilly, MD
Memorial Sloan-Kettering

Margaret Tempero, MD
University of California –
San Francisco

Quote from one of our participants:

*"We are for sure fundraising again next year and more people want to participate AND fundraise!
... WE WANT TO BE MORE INVOLVED!"*



AN OVERVIEW OF PANCREATIC CANCER

The pancreas is a small spongy organ that lies underneath the curvature of the stomach and deep within the abdomen. The pancreas does two main things: produces enzymes that are useful for the digestion of food AND secretes hormones (like insulin and glucagon) that help maintain and regulate body sugar levels.

Cancer is the second most common cause of death in the developed world, behind heart disease. Pancreatic cancer is the fourth most common cause of cancer mortality. Although there are exceptions, usually patients only have a few months to live after they are diagnosed with pancreatic cancer.

Typically, the symptoms of adenocarcinoma of the pancreas are vague — and include malaise, fatigue, loss-of-appetite, weight loss, abdominal discomfort and nausea. The most common presenting physical sign of pancreatic cancer, that of jaundice (due to obstruction of the bile duct), is typically shown late in the disease progression.

Pancreatic cancer is the **least funded** cancer in terms of research. Despite causing enormous mortality, pancreatic cancer receives (on a mortality basis) much less funding for research than most of the other major cancers.

Currently, there is no molecular marker or genetic screening tool to aid in the earlier diagnosis or screening of pancreatic cancer. The treatment options would improve significantly if this cancer could be diagnosed at an earlier stage.

EPIDEMIOLOGY

Pancreatic cancer will cause more than 35,000 deaths in the U.S. this year - more than 1% of all U.S. mortality. It causes twice this number of deaths annually in Europe. Despite the huge toll, people often do not understand the full magnitude of this disease.

Pancreatic cancer is more common in African-Americans. It is **strongly associated with smoking** and is likely associated with diets rich in saturated fats. There appears to be a mild correlation between the onset of diabetes and pancreatic cancer, but it is not entirely clear if this is a cause or an effect of the cancer. There does not appear to be a strong correlation between pancreatic cancer and the moderate drinking of alcohol or of coffee (though these have been past issues of some controversy). In a small percentage of cases, pancreatic cancer stems from a familial genetic predisposition.

For more information about pancreatic cancer, please visit www.pancreatica.org.

Quote from one of our participants:

"This has been a wonderful experience and an emotional one. I caught myself a few times during the run starting to get emotional..."



PANCREATICA WALKS AND RUNS BENEFITS*

The fundraising commitment for a Walk or Run is \$1,200. Raising the minimum of \$1,200 will provide you the following (unless otherwise specified - **double the minimum is even better!**):

- E-coaching available for participants who choose to do so that includes communication with a trainer via e-mail along with a training schedule.
- Commemorative Pancreatica Walks and Runs shirt.
- Travel reimbursement for participants who do not reside in the event city and who **double** the fundraising minimum of \$1,200. The reimbursement can also be applied for travel and / or accommodations to a celebratory reception that is outside of your home city.
 - A travel reimbursement for up to \$400 is available for those needing air & accommodations.
 - A travel reimbursement for up to \$200 is available for those needing accommodations only.
- Reimbursement for entry fee to the walking or running event (we cannot guarantee entry into any event. Participants must purchase his or her own entry fee and will be reimbursed after raising the minimum)
- Tips, techniques and support to become a fundraiser.
- Personal webpage to assist with your fundraising.
- Prizes for top fundraisers.
- Celebratory reception for you, your family and friends in select cities throughout the United States.
- Opportunity to meet new people, do something remarkable and contribute to a good cause while having a lot of fun!
- AND MUCH MORE...

* Benefits apply to those who meet the fundraising commitments as agreed upon in the signed waiver.

Quote from one of our participants:

*"I had a great run. It was such a memorable weekend.
...Thanks for all your assistance and encouragement!"*