

Australia's leading pancreatic cancer charity launches *Remember September* 2023

FOR IMMEDIATE RELEASE

PanKind, The Australian Pancreatic Cancer Foundation, has launched the national *Remember September* campaign aiming to raise awareness and funds for pancreatic cancer, a disease that is now the 3rd biggest cancer killer of Australians.

Remember September encourages people to stand with those lost and fight for those living with the disease by giving up a vice of your choosing like caffeine, sugar or alcohol, or choosing to walk 68km over the month of September to honour the 68 Australians that pancreatic cancer claims each week.

Michelle Stewart, PanKind CEO, said "Remember September provides a unique opportunity for Australians to help solve one of our country's fastest growing health concerns, pancreatic cancer. Survival rates are unacceptably low and it is a devastating disease with dire statistics. PanKind continues to invest in the key areas of early detection research and new treatments, and this is the only way that we will change these statistics."

Pancreatic cancer is the third most common cancer killer in Australia and has a devastatingly low five-year survival rate of only 12.2%, a statistic that drops to around 6% in rural and regional areas. Last year the disease claimed almost as many lives as breast cancer. Over 4500 people will be diagnosed with pancreatic cancer this year, and 80 per cent of patients will die within 12 months. It has the lowest survival rates of all main cancer types.

In its 9th year, PanKind's Remember September campaign is rolling out across Australia and to date has raised over \$3.5 million for pancreatic cancer research, including projects that focus on new treatments and the early detection of the disease. Australians are encouraged to take up the challenge or support a challenger participants can Give It Up by removing caffeine, sugar or alcohol from their diet, or alternatively Move It by walking 63km over the month of September. Participants are supported by an online community, resources to take part in the Move It challenge and a "Purple Pass" is provided to for those choosing Give It Up, which allows a night off the challenge for a special event.

Registration & more information: www.rememberseptember.org.au

About PanKind

with a mission to triple the survival rate by 2030 and dramatically increase the quality of life for patients and their families. We aim to achieve this through a strategic focus on raising awareness, collaboration to increase progress and investing in ground-breaking medical research.

For more detailed information, further commentary and local case studies, please contact:

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