A Champion for Pancreatic Cancer

Proud to be Canada's only foundation fighting for early detection!

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Veteran Canadian Journalist to Raise Awareness for Pancreatic Cancer

Toronto - Libby Znaimer joins Pancreatic Cancer Canada (PCC) as the official spokesperson to the nation's only foundation fighting for the cause. A pancreatic and breast cancer survivor, Libby's approach to raising awareness of pancreatic cancer is passionate and pragmatic. "One reason there's so little awareness is that there are so few survivors," she said. "I'm here to tell you that there is hope – it is possible to thrive after this diagnosis. But we must support more research for early detection and better treatments."

Every 15 minutes in North America, someone is diagnosed with pancreatic cancer; every 17 minutes, someone dies. Often referred to as a "silent killer", pancreatic cancer is the fourth leading cause of cancer death in both men and women, affecting 3,900 Canadians each year. There is no method of early detection, no prevention, and no proven treatment. The 5-year survival rate is a dismal 5% – the lowest of all cancers.

A champion for raising awareness to the disease, Pancreatic Cancer Canada is a national, not-for-profit organization dedicated to supporting innovative research of early detection methods, and ultimately, to saving lives. The hope is that researchers will discover a screening test that will enable doctors to diagnose the disease at an earlier and more treatable stage, thereby significantly increasing the odds for survival and prolonging life expectancy.

In facing her own illness with such courage and determination, Libby Znaimer offers sound advice, encouragement, and hope to those living with the disease – winning day by day. "It's a terrible shock to get a diagnosis of pancreatic cancer. And it usually doesn't happen before patients feel extremely ill. Then they are faced with a difficult and bewildering set of choices to make. We want people to know they're not alone. PCC is here to support patients and their families and to help them understand their options."

About Pancreatic Cancer Canada:

Pancreatic Cancer Canada is a national, voluntary, not-for-profit association committed to raising awareness of pancreatic cancer, while supporting innovative research into early detection methods. The leading beneficiary of their fundraising efforts to date has been The Pancreas Cancer Screening Study at Toronto's Princess Margaret Hospital. It is their hope that information from this study will lead to the development of cost-effective screening tests that will enable doctors to diagnose this disease at an earlier and more treatable stage.

More information on pancreatic cancer, early detection and treatment options can be found on Pancreatic Cancer Canada's website, www.pancreaticcancercanada.ca or by contacting them at 1-888-pancan9 (726-2269). Online donations can be made through the website.

About Libby Znaimer:

Libby Znaimer is a prominent Canadian journalist specializing in business, politics, and lifestyle issues. After working for two decades in television broadcasting, she is currently Vice President of News and Information for The New Classical 96.3 & 103.1FM and The New AM740 – Zoomer Radio. She also produces and hosts The Zoomer Report, a special feature on all topics of interest to the baby boom generation, and writes a regular column for *ZOOMER* Magazine, Canada's premiere lifestyle magazine for men and women 45plus. Her first book, *In Cancerland – Living Well Is The Best Revenge*, is a memoir of how she embraced life while recovering from cancer.

Libby was recently awarded the Media Award from the Ontario Psychological Association for The Zoomer Report, and in 2009, she was honoured with a HOPE Award from the Markham Stouffville Hospital Foundation in recognition of her "Gift of Hope" through sharing her personal cancer story in a very meaningful and public way. For more information, visit www.LibbyZnaimer.com

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Together ... we can make a difference!