

PanCAN Wage Hope My Way: Media Alert Template 2024

PANCREATIC
CANCER
ACTION
NETWORK

MEDIA ALERT

SUBJECT LINE: DESCRIBE THE EVENT/ACTIVITY.

Example: Cyclist Riding Cross-Country to Raise Money to End Pancreatic Cancer at Traveling Through Minneapolis

What: IN APPROXIMATELY 2-3 SHORT PARAGRAPHS, DESCRIBE THE EVENT/ACTIVITY TAKING PLACE.

REMEMBER TO INCLUDE A LINK TO YOUR WAGE HOPE MY WAY EVENT PAGE AND INCLUDE THAT THE EVENT/ACTIVITY IS RAISING MONEY FOR THE [PANCREATIC CANCER ACTION NETWORK](#) (PANCAN) WITH A LINK TO [PANCAN.ORG](#).

*Example: Avid cyclist, **Rob Belcher** lost his best friend, Scotty T to pancreatic cancer in 2022. In Scotty's honor, Belcher has embarked on a 4,200-mile, cross-country bicycle tour from Seattle to Cape Cod to raise funds for the [Pancreatic Cancer Action Network](#) (PanCAN) and help bring awareness to this devastating disease.*

Through his ride, Belcher has already [raised more than \\$20,000](#).

*Belcher will be passing through **CITY** on his trek across the county is available interviews to share about his ride in honor of his best friend.*

Who: NAMES OF RELEVANT PARTICIPANTS/HOSTS

Example: Cross country cyclist, Rob Belcher

When: DATE
TIME

Where: ADDRESS
CITY, STATE

Why: Pancreatic cancer is the world's deadliest cancer with a five-year survival rate of just 13 percent. It is also the third-leading cause of cancer-related death in America. In 2024, more than 64,000 people will be diagnosed with pancreatic cancer in the U.S., and more than 50,000 will die from the disease. Awareness and funding are urgently needed to support pancreatic cancer patients locally and across the country.

Contact: YOUR NAME
PHONE NUMBER
EMAIL