

## ABOUT THE EVENT

PurpleRide® Spoke-d'Alene is an opportunity for the community to come together to raise awareness and support for the fight against pancreatic cancer. All of the funds raised go directly to the Pancreatic Cancer Action Network to help advance research, support patients and create hope!

### ABOUT PANCREATIC CANCER

- Pancreatic cancer is the fourth leading cause of cancer death in the United States.
- The five year survival rate is just 6%, a statistic that has not changed significantly in forty years.
- This year, over 43,000 Americans will be diagnosed with pancreatic cancer.
- 76% of patients will die within the first year.
- Pancreatic cancer receives just 2% of federal research funding from the National Cancer Institute.

### ABOUT PurpleRide Spoke-d'Alene

- Planned and run exclusively by volunteers, which means more of your dollars go directly to the cause.
- Supported by companies and organizations that provide cash and service donations.

PurpleRide 2010 was wildly successful, with over 160 participants, and over \$20,000 raised for the Pancreatic Cancer Action Network. Many dedicated volunteers helped to produce the event, most of whom have had a family member or friend touched by pancreatic cancer.

### BE A PART OF 2011!

- 37-mile, 15-mile & 4-mile family bike ride, picnic and more!
- Goal: Over 250 participants
- Goal: Raise \$45,000 total, \$15,000 in sponsors.

**To learn more, please visit [www.purpleride.org](http://www.purpleride.org).**

*The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way, through research, patient support, community outreach and advocacy for a cure. Learn more at [www.pancan.org](http://www.pancan.org).*