

Health Alert

Shedding Light On Pancreatic Cancer

(NAPSA)—An inspirational public education initiative is aiming to raise awareness and research funds for pancreatic cancer. With a 99 percent mortality rate, pancreatic cancer is the fourth-leading cause of cancer death in the United States, and will affect the lives of more than 32,000 Americans this year.

The *Life Bulb* campaign is dedicated to spreading hope, educating Americans about pancreatic cancer, and bringing attention to the need for more research, effective treatments, prevention programs and early detection methods for this silent but deadly disease.

The focal point of the campaign is the *Life Bulb* kit, which features a symbol of a tradition that has been practiced since Colonial times—lighting a candle in the window. The candle symbolizes the warmth and security of the family and loyalty to loved ones who are not present.

The *Life Bulb* campaign shares and embraces this symbol—a purple lightbulb to be used in battery-powered candlesticks—to be displayed in windows throughout the country.

The kit also contains three iris bulbs for planting. The purple flower symbolizes the courage exhibited by survivors and loved ones facing pancreatic cancer. Together, the glowing purple candle in the fall and blooming flowers in the spring will demonstrate a year-round commitment to renewing the focus on pancreatic cancer.

November is National Pancreatic Cancer Awareness Month, a time for Americans to raise aware-



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ness and learn more about pancreatic cancer, and to honor loved ones touched by the disease. To support the *Life Bulb* campaign, visit www.lifebulb.org. There, visitors can learn more about the campaign, read inspirational stories, learn how to get involved in the community and create a memorial virtual iris garden in the Lasting Impressions Garden.

PanCAN is an organization that gives patients knowledge to make informed decisions concerning their treatment and works to build awareness of pancreatic cancer in hopes of finding a cure. Visit www.pancan.org for more information.