



## STEP IT UP FOR A CURE...THE PATH IS RESEARCH

Raising awareness and funds for pancreatic cancer in Rochester, NY



We are asking for company and business support as we prepare for our second annual Pancreatic Cancer Walk and Fundraiser in the Rochester metropolitan area. On Sunday, November 7, 2010, hundreds of people joined together to help end the devastating effects of pancreatic cancer by walking in the 1<sup>st</sup> annual "Step It Up For a Cure" (The Path is Research) Walk. This event was held at the Robert B. Goergen Athletic Center at the University of Rochester. Proceeds from the walk help fund Dr. Aram Hezel's research team at the James P. Wilmot Cancer Center. Pictures from the walk can be viewed at [www.stepitupforcure.org](http://www.stepitupforcure.org)

The goal for 2011 is to surpass the money raised at our 2010 inaugural event!

Please take a moment to consider your involvement as a sponsor of this charitable event. With your help, Dr. Hezel and his staff at the James P. Wilmot Cancer Center can continue to provide much needed research that will help detect, screen and save the lives of our families, friends, and neighbors.

In 2010, an estimated 43,140 Americans will be diagnosed with pancreatic cancer in the United States. 36,800 of them will die. There are no early-detection screening methods or warning signs until the disease has advanced and spread. The symptoms can mimic many other conditions, so the disease goes undetected until it has reached an advanced stage. Sadly, the survival rate is low and there has been little change in the survival rate in the last 40 years! Increased research for enhanced treatments, early detection screening, and a cure is imperative at this time, as pancreatic cancer rates have been steadily increasing across the population.

We're counting on your support and will be happy to answer any questions you may have. Will you join us in funding research and offering hope to the thousands of pancreatic cancer patients who need a cure?

Sincerely,

*Step It Up For a Cure Committee*  
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