



"Walk for Hope"

**Albany Capital District
Walk for Pancreatic Cancer Research
September 12, 2010
Elm Avenue Town Park
Delmar, New York 12054**

Local Sponsorship Opportunities

Sponsorship contact:

Shari Piper

Email: info@albanypcrwalk.org

(Home) 518-475-1200 (Cell) 518-330-3895

Hard Facts about PC

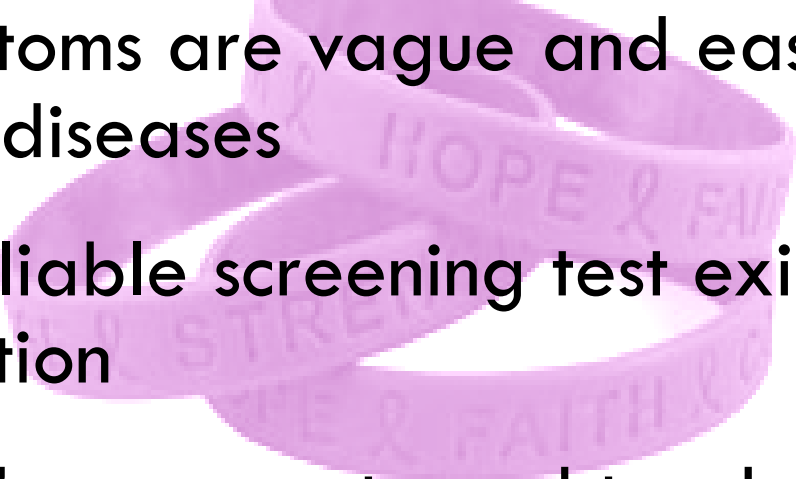

- This year over 42,000 Americans will be diagnosed with pancreatic cancer
- It's the 4th leading cause of cancer death for men and women
- It's treatable when caught early, but -
- Almost all cases are diagnosed too late

How Many Will Die?

- ❑ Over 33,000 will die within the 1st year of diagnosis.
- ❑ Less than 5% will survive five years
 - Of those, 5-year survival rates approach 40% if the cancers haven't spread and are surgically removed while still small
 - Despite high mortality rate, the Federal Government spends woefully little money on pancreatic cancer research

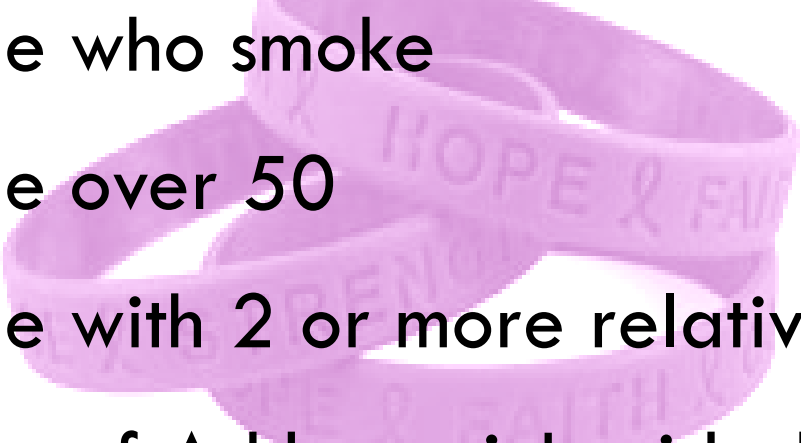
Pancreatic cancer (PC) is one of the deadliest of all types of cancer.

It's difficult to diagnose

- Symptoms are vague and easily confused with other diseases
 - No reliable screening test exists for early detection
 - There's an urgent need to develop an effective screening test
- 
- 

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Who Has the Greatest Risk?

- 
- People who smoke
 - People over 50
 - People with 2 or more relatives who've had PC
 - People of Ashkenazi Jewish descent
 - People with the BRCA2, p16, STK11 gene mutation or chronic pancreatitis

PC has touched many, many lives in The Capital District

Many of us aim to claim 6 degrees of separation in knowing Kevin Bacon.

Unfortunately, most of us can claim less than 3 degrees of separation in knowing someone who either has PC or has died as a result of it.



PC in the Spotlight



Donna Reed (*It's a Wonderful Life*, *The Donna Reed Show* and *Dallas*) died of PC in 1986 at age 64 after 2 years of fighting.



Michael Landon (*Bonanza* and *Little House on The Prairie*) died of PC in 1991.



Luciano Pavaratti passed away in 2007, bravely battling Pancreatic Cancer. The media began to recognize PC and ask questions about it.



Dr. Randy Pausch passed away in 2008 after inspiring us all with his wisdom and courage. Interviews occurred with Diane Sawyer and people began to ask questions about PC.



Patrick Swayze was diagnosed with stage- 4 pancreatic cancer in January, 2008. Before he passed away he made an emotional plea to the Government in the *Washington Post* for more cancer research funding .

He waged a brave battle against this formidable disease.

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What We've Been Doing About It

- Since 2004, we've held a walk to raise funds for the Lustgarten Foundation for Pancreatic Cancer Research, a non-profit organization underwritten by Cablevision of NY. We raised about \$3,400.
- Each year since then, we've increased the donations and the number of walkers, to our **2009 total of just short of \$49,000!**



Cablevision Systems Corporation underwrites all of The Lustgarten Foundation's operating costs to ensure that 100% of every donation will go directly to research.

2009 Walk Recap..

- Last year, our 6th annual walk had over 240 walkers, 19 teams, and raised close to \$49,000.



Platinum & Diamond Sponsors



St. Peter's
Liver & Pancreas
Center

A Member of St. Peter's Health Care Services



Gold & Silver Sponsors



Media Participants



2010 Walk Plans...



**Walk for Hope! at the Albany
Capital District Walk to
support the
Lustgarten Foundation for
Pancreatic Cancer Research.**



The 7th annual event will happen on Sunday, 9/12 at the Bethlehem Town Park in Delmar, NY. Registration is at 9:00am; walk starts at 10:15 am.

Once again, we'll be holding a **50/50 raffle**. In the last two years, this has provided \$600 in funding and \$600 to the winner. And this year we'll be including **Big-Ticket raffle** items and a **"Pick-a-Prize" Auction**.

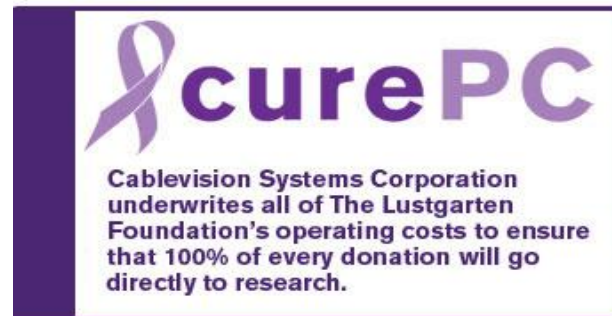


2010 Sponsorship Opportunities

- ❑ Last year, The Albany Capital District Walk for Pancreatic Cancer raised vital funds for research through the personal fundraising of our walkers and the sponsorships of our corporate friends.
- ❑ The Walk is scheduled for **Sunday, September 12, 2010.**
- ❑ We hope this year you will **sponsor** our local chapter of The Lustgarten Foundation to help us get one step closer to understanding and fighting this disease.
- ❑ Please consider joining our “Walk for Hope”.

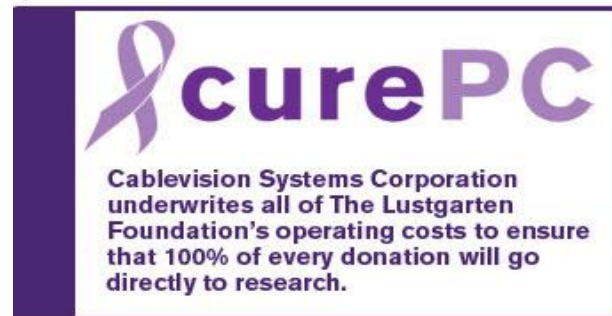
Diamond Sponsorship \$2,500

- Inclusion in approximately 360 Radio Station spots
- Logo in all print Advertising
- Logo on Participants' Event T-Shirts
- Logo on Participants' Event Goodie Bags
- Brochure or Promo Item included in Participants' Goodie Bags
- Banner at Event
- Sponsor Welcome Speech at event



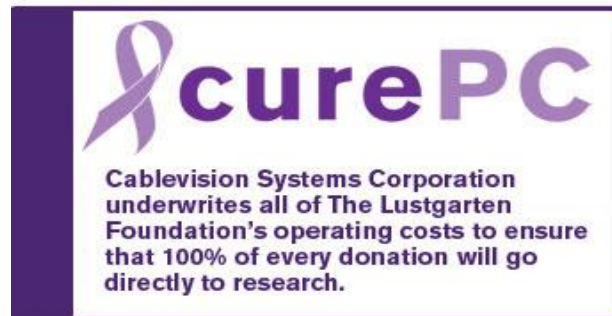
Platinum Sponsorship \$1,500

- Logo in all Print Advertising
- Logo on Participants' Event T-Shirts
- Logo on Participants' Goodie Bags
- Brochure or Promo Item included in Participants' Goodie Bags
- Banner at Event
- Sponsor Welcome Speech at Event



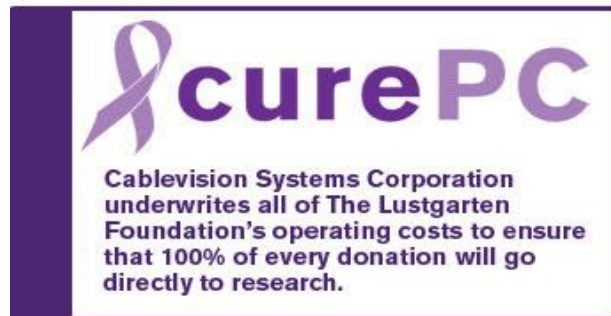
Gold Sponsorship \$1,000

- Logo on Participants' Event T-Shirts
- Logo on Participants' Goodie Bags
- Brochure or Promo Item included in Participants' Goodie Bags
- Banner at Event



Silver Sponsorship \$500

- Logo on Participants' Event T-Shirts
- Brochure or Promo Item included in Participants' Goodie Bag
- Banner at Event





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