



## **MEDIA ADVISORY**

September 21, 2015

**Contact:**

**Mary Ellen Smith**

Associate Executive Director/Marketing

Cell: (585) 703-2759

### **Pancreatic Cancer Association Donates \$30,000**

#### **Toward Early Detection of Pancreatic Cancer**

*Community-based Organization Directs Funds to U of R Medical Center*

*Division of Gastroenterology for Diagnostic Equipment*

**What: Check Presentation**

The Pancreatic Cancer Association of WNY (PCAWNY), a community-based charity in Rochester New York, will present a check in the amount of \$30,000 to Dr. Vivek Kaul, Professor of Medicine and Chief, Division of Gastroenterology and Hepatology at University of Rochester Medical Center ([www.gastro.urmc.edu](http://www.gastro.urmc.edu))

PCAWNY's donation will fund diagnostic equipment, specifically a needle-based confocal endomicroscopy probe, used to help detect pancreatic cancer in the early stages. The probe is used in Endoscopic Ultrasound (EUS) and Fine Needle Aspiration (FNA) procedures to evaluate in real time if pancreatic cysts are precancerous or benign.

**When: Monday, September 21, 2015**  
**12:00 p.m.**  
**12:15 p.m. – check presentation**

**Why:** As the 4<sup>th</sup> leading cause of cancer deaths in the United States (3<sup>rd</sup> in Monroe County), and the least funded by the National Cancer Institute, funding at the grassroots level to support early detection is critical and vital. Pancreatic cancer is often diagnosed in the late stages which significantly impacts mortality. Identifying cancerous cells in the pancreas early provides for earlier start of a treatment plan to fight the spread of the disease.

**Where: Conference Room AC-4**  
Strong Memorial Hospital  
601 Elmwood Avenue - Rochester NY 14642  
(Take silver elevators from hospital lobby to 4<sup>th</sup> floor. Make a left off the elevators and the conference room will be straight ahead)

**Website:** [www.pcawny.org](http://www.pcawny.org)