**PRESS RELEASE**

**For Immediate Release**

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**Project Purple Funds Research Grant for Pancreatic Cancer**

*Project Purple announces research funding for a project in early detection in pancreatic cancer.*

BEACON FALLS, CT –Pancreatic cancer is the third most common cause of cancer related deaths in the United States and has a five year survival rate of less than seven percent. Helping patients and their families, Project Purple is a leading nonprofit organization dedicated to raising awareness and funds toward a cure for pancreatic cancer.

Project Purple announces the funding of a research grant to Dr. Eugene J. Koay, MD, PhD at The University of Texas MD Anderson Cancer Center for $150,000. The grant will support pancreatic cancer research towards better quantitative image analysis for early detection of pancreatic cancer. This grant was made possible in part by the Rochanne Hackett fund recently created at Project Purple to support clinical research.

Project Purple Founder and CEO Dino Verrelli had this to say: “This grant is once again a testament to our mission in helping to find a cure of pancreatic cancer while working with some of the top scientists in the world. We are thankful to the Hackett family for their support of our mission and for the team at MD Anderson working on this project in hopes of progress with this disease. “

Dr. Koay had this to say: "Because pancreatic cancer can be cured if it is found at its earliest stages, the team at MD Anderson will investigate how diagnostic images from CT or MRI may be analyzed to help identify subtle abnormalities in the pancreas. This may help early detection efforts for pancreatic cancer and could eventually translate to better survival rates for the disease. "

For more information or to learn about running for Project Purple, please visit www.run4projectpurple.org

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**About Project Purple**

Project Purple is a 501c(3) not for profit organization with a mission of raising awareness and funds toward a cure of pancreatic cancer. Pancreatic cancer is the 3rd leading killer of all cancer killers and one of the least funded by the NCI. It is the only cancer in the top 10 killers of cancer with a single digit survival rate after 5 years. To learn more about Project Purple visit – [www.run4projectpurple.org](http://www.run4projectpurple.org)