



Every year about 57,600 Americans will be diagnosed with pancreatic cancer and about 47,000 will die.

So, while pancreatic cancer accounts for about 3% of all cancers in the US, it accounts for 8% of all cancer deaths – making it the 3rd leading cause of cancer-related death in the U.S. and **Black Americans have around a 20% higher incidence rate than any other racial or ethnic group.** Even though pancreatic cancer clinical trials allow researchers to study innovative and potentially life-saving new treatments, they often have low participation by racial and ethnic minorities. The Pancreatic Cancer Collective's new campaign aims to raise awareness about treatment options to increase diversity in pancreatic cancer clinical trials to ensure patients of all racial and ethnic backgrounds benefit equally from the potential of cancer treatments.

To raise awareness for pancreatic cancer research and clinical trials, the Pancreatic Cancer Collective, an initiative of [Stand Up To Cancer](#) (SU2C) and the [Lustgarten Foundation](#), has launched a new public service announcement (PSA) campaign, in collaboration with SU2C Ambassador and actress, writer, and director Keesha Sharp. The heartfelt TV PSAs explore the life and survivorship journey of Pancreatic Cancer Collective clinical trial participant Bob Minetti and features a voiceover by Sharp.

Visit PancreaticCancerCollective.org to learn more about the campaign and follow [@SU2C](#) (Facebook, Instagram, Twitter) for the latest campaign and collaboration updates.