

Proposal for the Madison Parks Department – Warner Park, Madison – Sunday, April 28th, 2013

PurpleSTRIDE Madison 2013 is a run/walk to raise money and awareness for the Pancreatic Cancer Action Network. PurpleStride events contribute millions of dollars toward the mission of the Pancreatic Cancer Action Network to advance research, support patients and create hope. Funds raised help provide personalized support for patients and support research grants and advocacy efforts to increase federal pancreatic cancer research funding.

For participants, it is a journey toward hope that is filled with inspiration. It is a time to honor loved ones fighting pancreatic cancer. It is a day when all of the family and friends of pancreatic cancer patients can come together in solidarity and gain both comfort and encouragement.

The Pancreatic Cancer Action Network is committed to advancing research, supporting patients and creating hope for those affected by pancreatic cancer.

Pancreatic cancer is the fourth leading cause of cancer death in the United States—and has the highest mortality rate of all the major cancers¹. It is the third leading cause of cancer death in Wisconsin.

This year, over 44,000 Americans will be diagnosed with pancreatic cancer, and over 37,000 will die from the disease¹. The number of new cases and deaths caused by this deadly disease are increasing not decreasing. By 2030 the number of cases is projected to increase by 55%².

We are proposing that this PurpleSTRIDE fundraising event will be held on Sunday, April 28th, 2013 at Warner Park. It will include a 5 mile course and a 2 mile course through the park and the surrounding neighborhoods. We will have pre and post-race entertainment, including music and food. The food will be donated, or provided with requests for donations – there will be no selling of food. We may also have face painting and other activities for children. The start time of the event will be 9am, with registration starting at 8am. We expect to be done by noon. Our estimated number of attendees is anywhere from 1,500 – 2,000. We understand that we will need portable toilets, water stations, extra garbage cans or dumpsters and that we will be responsible for providing those. We will be using a sound system, hopefully provided by a local radio station.

If you have further questions or comments, please contact me at djensen@pancanvolunteer.org or call me at 608.849-4661.

Sincerely,

Diane Jensen

Diane Jensen
Event Coordinator
Madison Affiliate of the Pancreatic Cancer Action Network