



PRESS RELEASE – Tuesday 1st December 2015

Australian PGA Championship tees off for Avner's Foundation.

The Australian PGA Championship has shown its support for Avner's Foundation for the second year running, with the 6th hole being allocated to the Foundation to raise awareness for Pancreatic Cancer.

The Championship, the most prestigious professional tournament on the PGA Tour of Australasia, will be held at RACV Royal Pines Resort, Gold Coast from December 3 – 6.

The allocation of the 6th hole is significant, as it represents the current 5-year survival rate of Pancreatic Cancer, which is just 6.1% (Australian Institute of Health and Welfare report 2014). Coupled with median survival of between three and six months post diagnosis, it paints a grim picture for the majority of patients.

Given that purple is the internationally recognised colour for Pancreatic Cancer, featured signage around the hole will be purple and players will wear purple ribbons to show their support.

Caroline Kelly, Director and Co-Founder of Avner's Foundation, is grateful to PGA Australia for providing the opportunity to promote the plight of Pancreatic Cancer.

"The Australian PGA Championship has displayed great foresight in supporting our cause, which isn't always a palatable one. Pancreatic Cancer has been placed in the 'too hard basket' for long enough and it is our vision to break through 40 years of no progress by doubling the number of people who survive Pancreatic Cancer by 2020. The support of The Australian PGA provides a wonderful platform for awareness on a huge scale."

Due to a new co-sanctioning agreement with the European Tour, the Australian PGA Championship will reach more than 500 million viewers globally. The Championship will be broadcast live on Channel 7 in Australia from December 3 - 6.

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About the Avner Pancreatic Cancer Foundation:
Incorporated as a Foundation - the Avner Nahmani Pancreatic Cancer Foundation Limited on 30 July 2010. The organisation supports research and helps build awareness of Pancreatic Cancer. It is the only Foundation in Australia exclusively dedicated to Pancreatic Cancer and is named in honour of Avner Nahmani, a former senior executive of Woolworths Limited who succumbed to the disease thirteen months after diagnosis. The name of the Foundation was changed to Avner Pancreatic Cancer Foundation Limited on 10th March 2015.

For more information please contact Caroline Kelly, Co-Founder and Executive Director of the Avner Pancreatic Cancer Foundation on 0415 503 971 or Caroline@avnersfoundation.org.au