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Going Purple for Pancreatic Cancer Awareness Month



Dear Caroline;

In honor of Pancreatic Cancer Awareness Month, Coca-Cola has elected to host a month-long fundraiser to assist financing further research into detecting and curing this disease.

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More than 60,000 Americans are diagnosed with pancreatic cancer every year. This disease is hard to detect and even more difficult to treat. Research into

finding better approaches to both of these is very expensive and currently widely underfunded.

Interested in helping?

Keep an eye out for purple Coca-Cola bottles. All of the proceeds of our purple Coca-Cola bottles will be donated to pancreatic cancer research.

What's in it for you?

The purple Coca-Cola bottles are limited-edition colored glass and will only be sold this month. The bottles will be a great addition to any consumer's collection of our historical bottles over the past 129 years.

Nearly two million Americans will be diagnosed with cancer this year. The more we fund research on detecting and curing it, the sooner we can end this epidemic and assist those impacted by it. Buy a purple Coca-Cola bottle and support curing pancreatic cancer.

If you or someone you know have recently been impacted by pancreatic cancer, you can find resources [here](#). If you would like more information about pancreatic cancer, of how you can make an impact, visit <https://www.cancer.gov/about-nci/overview/contributing>.

Sincerely,



James Quincey
CEO



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