

ArtCAN... Find a Cure

Joseph C. Monastra Foundation for Pancreatic Cancer Research Hosts
2nd Annual Benefit Art Auction – Funds raised have already led to groundbreaking research

Pancreatic Cancer is the deadliest of all cancers and the fourth leading cause of cancer deaths in men and woman.

It is estimated that this year nearly 44,000 Americans will be diagnosed with cancer of the pancreas. An almost equal number of patients will die from pancreatic cancer during this year. With an increasing mortality rate, no warning signs and no early detection pancreatic cancer will continue to be the “silent killer,” brutally and quickly taking the lives of those diagnosed. The fight to find a cure and early detection for pancreatic cancer continues.

One local Atlanta woman and her family have been making a difference in the battle against Pancreatic Cancer for the past 10 years.


On April 4th, 2002, Pamela Monastra, President of Next Step...the origin of ideas an Atlanta-based marketing communications consulting firm, lost her father Joseph C. Monastra to pancreatic cancer only four short weeks after he was diagnosed.

“My family was completely devastated,” Monastra said. “Before we could fully understand or begin to accept the fact that my father had pancreatic cancer we were already planning his funeral.”

Reeling with this loss, together Monastra, her mother and sisters put into motion the establishment of the Joseph C. Monastra Foundation for Pancreatic Cancer Research (JCM Foundation), and started raising money for pancreatic cancer research. Since that time, the JCM Foundation has been supporting the research of Christine Iacobuzio-Donahue, M.D., Ph.D., Professor Oncology & Pathology at Johns Hopkins).

In order to draw awareness to the disease, the Joseph C. Monastra Foundation will host in Atlanta its 2nd Annual art benefit ArtCAN, featuring works from acclaimed artists who are cancer survivors or who have had their lives affected by cancer. ArtCAN is Saturday, November 3rd, 2012. For more information on ArtCAN please visit: www.jcm-ArtCAN.org.

One of the most recent groundbreaking research projects funded in part by the Joseph C. Monastra Foundation was the genetic study lead by Dr. Iacobuzio-Donahue (ArtCAN’s keynote speaker) that revealed a large window of opportunity for the early detection of pancreatic cancer. “For the first time, we have a quantifiable estimate of the development of pancreatic cancer, and when it would be best to intervene,” according to Dr. Iacobuzio-Donahue. “So there is potentially a very broad window for screening.”



ArtCAN Find a Cure

Saturday, November 3, 2012

VIP Host/Patron Champagne Preview Party 6-7 p.m.

ArtCAN Silent Auction Benefit 7-10 p.m.



Host Gallery: Bill Lowe Gallery

Keynote Speaker:
Christine Iacobuzio-Donahue, M.D., Ph.D.,
Professor of Pathology and Oncology
at Johns Hopkins

Purchase your tickets today:
Individual: \$75
Host and Patron: \$150 to \$500
Corporate sponsorships available

www.jcm-ArtCAN.org

For more information contact Pamela Monastra: 404.391.2169

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The researchers have also identified the complete DNA sequencing of the pancreatic cancer genome and have realized that there are two types of pancreatic cancer. Monies raised through ArtCAN will go to continue supporting this very critical research to help find an early detection and cure for Pancreatic Cancer. For more information on the JCM Foundation please visit: www.jcmfoundation.org.