



Let's Win!
Sharing science solutions for Pancreatic Cancer



Let's Win! Inducted into the *PR News* Platinum Hall of Fame Communications, Supported by Finn Partners, Honored for Lasting Impact

September 14, 2017, NEW YORK – Today Finn Partners announced that [Let's Win](#), an initiative supported by the [Lustgarten Foundation](#), is being inducted into the *PR News* Platinum Hall of Fame today at the national trade publication's PR & Agency Elite Awards luncheon. Let's Win and its late founder, Anne Glauber, are being honored for inspiring communications to better serve pancreatic cancer patients, their families and all those touched by the disease. When diagnosed with pancreatic cancer, Anne was a Finn Partners managing partner and founder of its CSR/Social Impact Practice. The Agency's CSR/Social Impact and Health Practice are the Let's Win agency of record.

"Let's Win was born out of Anne's desire to communicate beyond standard-of-care options to patients who don't have time to wait for new pancreatic cancer treatments to be approved," said [Cindy Gavin](#), founding executive director. "This *PR News* recognition underscores Anne's enduring contribution to extend and improve people's lives—using her PR talents to create an urgent call-to-action."

When Glauber was diagnosed with stage IV pancreatic cancer in 2014, she discovered there was a void in information on treatments outside of standard care. Her skills, insight and collaboration with her medical oncologist and co-founders led to the creation of Let's Win, a first-of-its-kind crowdsourcing platform mobilizing doctors, researchers and patients to share fast-breaking clinical information on potentially life-saving pancreatic cancer treatments and trials. Let's Win works with organizations such as the World Pancreatic Cancer Coalition and Stand Up to Cancer. Its [Scientific Advisory Board](#) includes noted scientists and physicians leading trailblazing research on pancreatic cancer.



Let's Win co-founders with President Jimmy Carter: L-R, Cindy Gavin, Founding Executive Director of Let's Win!; Kerri Kaplan, President and CEO of the Lustgarten Foundation; President Carter; Anne Glauber; and Weil-Cornell cancer researcher, Dr. Allison Ocean.

According to *PR News*, editors select Hall of Fame communications campaigns that will be remembered for years to come because of their originality and unexpectedly large impact beyond their intended audiences. "We celebrate [Glauber's] choice to live her last years applying PR lessons as she touted the good work Let's Win was doing. It was a winning choice," noted editor [Seth Arenstein](#).

Glauber was a leading light of the communications industry, a tireless agent for social change throughout her more than 40-year career – almost all dedicated through her years with Finn Partners colleagues. She called upon her communications megaphone for raising awareness and creating societal good, founding major national campaigns that ranged from giving domestic violence victims a voice

([No More](#)) to creating the much-needed resource of hope for pancreatic cancer patients. She passed away this past February from pancreatic cancer at the age of 63.

“Let’s Win is a natural extension of my mother’s lifelong drive to make a difference in the world,” said Lili Glauber. “We are humbled and proud to see her final, and perhaps most personally important, effort honored by the PR industry.”

Let’s Win is the first client of Finn Partners’ new specialty group “Health and Social Impact” – formed to develop regional, national and global corporate social responsibility (CSR) campaigns for the health sector – to be recognized with a top industry award.

[Finn Partners](#), a global marketing and communications firm, provides support to Let’s Win. This work is led by [Olivia Goodman](#), group vice president of the Finn Partners Health Practice. “Communications illuminates the potential paths and treatments available. Anne’s professional and personal lives converged with Let’s Win and exemplify why she will always be a mentor as we draw upon her achievements to press ahead and save lives,” she said.

###

About Finn Partners

Founded in 2011 on the core principles of innovation and collaborative partnership, Finn Partners has more than tripled in size in just five and a half years, becoming one of the fastest growing independent public relations agencies in the world. The full-service marketing and communications company's record-setting pace is a result of organic growth and integrating new companies and new people into the Finn Partners world through a common philosophy. With 550 professionals, Finn Partners provides its clients with global access and capabilities in the U.S., Europe and Asia, in addition to PROI Worldwide. Headquartered in New York, Finn Partners' other offices are located in Chicago, Detroit, Fort Lauderdale, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco, Singapore and Washington D.C. Find us at finnpartners.com and follow us on Twitter and Instagram at [@finnpartners](#).

About Let’s Win

[Let’s Win](#) is a pancreatic cancer online community. The goal of Let's Win is to share science-driven treatment options that go beyond the traditional “standard of care.” The site includes an interactive patient and family forum where patients describe their treatment plans; information on promising science; highlights from the latest clinical trials and a comprehensive listing of new trials; and current pancreatic cancer news. The Let’s Win [Scientific Advisory Board](#) comprises world-renowned scientists and physicians leading cutting-edge research on pancreatic cancer. Let's Win is an initiative supported by the [Lustgarten Foundation](#).

About the Lustgarten Foundation

The Lustgarten Foundation is America's largest private foundation dedicated to funding pancreatic cancer research. Based in Woodbury, NY, the Foundation supports research to find a cure for pancreatic cancer. Since its inception, the Lustgarten Foundation has directed \$132 million to research. For more information, please visit www.lustgarten.org.