

LUSTGARTEN FOUNDATION® PANCREATIC CANCER RESEARCH

MEDIA ADVISORY

Nov. 15, 2019

LUSTGARTEN FOUNDATION RECEIVES OUTPOURING OF SUPPORT FROM *JEOPARDY!* CHAMPS

Tournament of Champions Competitors Host Play-Along Fundraiser

It was the answer heard 'round the world. On Monday's episode of *Jeopardy!*, College Champ Dhruv Guar was stumped—he didn't know the correct answer but he did know the right thing to do.

His answer, "We love you, Alex." caused long-time host Alex Trebek, who is battling Stage IV pancreatic cancer, to choke up. The feelings—both affection for Trebek and sorrow at his diagnosis—were shared by millions and the moment quickly went viral. Gaur even appeared on The Ellen DeGeneres Show Thursday, where he was presented with a \$25,000 donation from Shutterfly.

Guar and his fellow Tournament of Champion competitors had already decided to recognize Trebek's cancer fight and the loss of Tournament of Champions qualifier and Teachers Tournament winner Larry Martin, who died in January 2019 of pancreatic cancer. The players and Trebek have been wearing purple ribbons throughout the two-week event to memorialize Martin. When the #WeLoveYouAlex clip went viral, the players added a "play-along" fundraising effort benefiting the [Lustgarten Foundation Pancreatic Research](#). Players challenged viewers to honor Trebek and Martin by donating \$1 for every clue they answered correctly. As the fundraiser gained steam on Thursday, Nov. 14, players went to social media to encourage viewers to, as contestant Steven Grade (@ask_Steven) tweeted: "donate when you get them right, donate when you get them wrong, donate extra for Daily Doubles and Final Jeopardy, or donate a percentage of your Coryat*. But whatever you do, watch, play and donate."

*average of your correct and incorrect responses developed for viewers

In response to the increased attention, the Lustgarten Foundation is releasing the following media assets. President & CEO Kerri Kaplan also is available for interviews.

- **WHO:** Elizabeth Jaffee, M.D., Chief Medical Advisor, Lustgarten Foundation
Professor of Oncology; Associate Director, Bloomberg-Kimmel Institute for Cancer Immunotherapy; Deputy Director, Sidney Kimmel Comprehensive Cancer Center
Johns Hopkins University
- **WHAT:** Soundbites from Dr. Jaffee;
Broll of Lustgarten Foundation Pancreatic Cancer Research Lab
at Cold Spring Harbor Laboratory
- **WHEN:** Friday, Nov. 15-Monday, Nov. 18
- **WHERE:** Broadcast quality video can be downloaded from Hightail.com
Password: sunset
 - [Dr. Elizabeth Jaffee](#)

- Bite 1: "...it hits home..." (:15)
- Bite 2: "...loss of support..." (:30)
- [Lab Broll](#) (3:00)

About Lustgarten Foundation

Lustgarten Foundation is the largest private funder of pancreatic cancer research in the world. Based in Woodbury, N.Y., the Foundation's mission is to cure pancreatic cancer by funding scientific and clinical research related to the diagnosis, treatment, and prevention of pancreatic cancer; providing research information and clinical support services to patients, caregivers and individuals at high risk; and increasing public awareness and hope for those dealing with this disease. Since its inception, Lustgarten Foundation has directed \$188 million to research and has assembled the best scientific minds with the hope that one day, a cure can be found. Thanks to separate funding to support administrative expenses, 100% of your donation goes directly to pancreatic cancer research. For more information, visit www.lustgarten.org.

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