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Music Legend Jon Secada Joins Blue Faery on Campaign to Raise Awareness About Liver Cancer During Hispanic Heritage Month

Media Invited to Participate

BIRMINGHAM, AL (Aug. 24, 2023) – Blue Faery: The Adrienne Wilson Liver Cancer Association (Blue Faery) is excited to partner with Grammy Award-winning musician Jon Secada for a second year to raise awareness about liver cancer disparities in the Hispanic American community. Hispanic Americans are affected by liver cancer 2.5 times more than any other ethnic group, but these risks can be reduced through education and screenings.

The **Live: Love Your Liver** campaign kicks off during Hispanic Heritage Month with a series of live, online, Spanish-language, liver cancer workshops. These free community-based educational workshops, which take place on Sep. 21, Oct. 12, and Oct. 19, allow community members to ask questions live and learn from trusted community physicians why they may be at higher risk for liver cancer. Media is invited to participate in the online workshops and/or schedule a pre- or post-event interview with Jon Secada and/or the featured community doctor.

“I lost my father to complications from hepatitis C. For many in our community, health is not a priority,” said Jon Secada. “There are steps we can take to reduce our risks. I didn’t have this information when my father was sick, which is why I want to use my voice now to spread the word about these workshops and encourage all Latinos to learn the facts about liver health and to get screened.”

Among US ethnic groups, Hispanics Americans have one of the highest rates of hepatocellular carcinoma (HCC), the most common form of liver cancer. Conditions like type 2 diabetes and fatty liver disease are linked to an increased risk of liver cancer.

Lifestyle changes may help lower the risk of liver cancer. Culturally relevant liver cancer education can empower the Hispanic American community to take charge of their health by learning about the underlying causes of liver cancer and how to be proactive about liver health.

Blue Faery is also partnering with Access Health Plus, American Cancer Society, Amigos Del Valle, Clinica Mi Salud, DHR Health Transplant Institute, Hispanic Outreach Center, Hispanic Wellness Coalition, Southern California Center for Latino Health, and University Health Transplant Institute to

help reach high-risk community members and encourage them to learn more about liver cancer and why it is so important to “love your liver.”

Workshop dates and speakers:

Sep. 21, at 7 p.m. CT (Rio Grande Valley) featuring Dr. Fernando Membreño, Liver Transplant Hepatologist, Medical Director of Liver Programs at DHR Health Transplant Institute

Register: loveyourliver.us/BF921P

Oct. 12, at 7 p.m. ET (Miami) featuring Dr. Mike Cusnir, Medical Oncologist, Medical Director of the Mount Sinai Comprehensive Cancer Center

Register: loveyourliver.us/BF1012P

Oct. 19, at 7 p.m. PT (Los Angeles) featuring Dr. Edward Mena, Hepatologist, President/CEO, California Liver Research Institute

Register: loveyourliver.us/BF1019P

Topics covered:

- Why liver cancer is more common in the Hispanic community
- Steps that may help manage the risk of liver cancer
- What the liver does
- How fatty liver disease and type 2 diabetes are linked to liver cancer
- How liver cancer is diagnosed
- How liver cancer may be prevented and treated
- Treatment options for patients with advanced liver cancer
- What the Hispanic community can do to help each other

This workshop is educational; it is not intended to offer specific medical advice to patients or attendees.

Who should attend: Community members and advocates, media, people living with liver cancer or liver disease, family members, and/or caregivers.

Registration: Visit loveyourliver.us/es to register and get more information on liver cancer. Advanced registration is required. A recording will not be available after the event (must attend to participate).

This event is sponsored by AstraZeneca, Exelixis, Eisai, Merck, and Genentech.

About Blue Faery

Founded in 2002, the mission of Blue Faery: The Adrienne Wilson Liver Cancer Association is to prevent, treat, and cure primary liver cancer through research, education, and advocacy. Blue Faery's Patient Resource Guides for Liver Cancer are free for patients, their families, and their healthcare providers. Blue Faery hosts an online Liver Cancer Community for patients and caregivers and gives an annual award to recognize researchers who have made significant contributions to the advancement of scientific knowledge in the diagnosis, treatment, prevention, or understanding of primary liver cancer. To learn more, visit bluefaery.org.

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