

Blue Faery

The Adrienne Wilson Liver Cancer Association

BLUE FAERY BESTOWS TWO AWARDS TO FIGHT LIVER CANCER

LOS ANGELES, CA—April 8, 2011—Blue Faery: The Adrienne Wilson Liver Cancer Association is proud to announce the third annual Blue Faery Award (BFA) for Excellence in Liver Cancer Research. Primary liver cancer, also known as hepatocellular carcinoma (HCC), is the third leading cause of cancer deaths worldwide. Blue Faery created the award to recognize medical professionals who develop innovative research in the fight against HCC, which currently has no cure.

This year, for the first time, the Blue Faery Award will go to two outstanding recipients. Dr. William B. Coleman, Director of Graduate Studies at University of North Carolina School of Medicine, researches pre-cancerous cells in the liver as a possible cause of HCC with the goal of targeting these cells before cancer starts. Dr. Hashem B. El-Serag, Chief of Gastroenterology and Hepatology at Baylor College of Medicine, focuses on public health awareness and early detection of the disease to give liver cancer patients the best chance of survival. Blue Faery feels with their different approaches to fighting liver cancer, Dr. Coleman and Dr. El-Serag are equally deserving of the BFA thus two separate awards will be given out.

Andrea Wilson started Blue Faery in honor of her sister, Adrienne, who died of HCC only 145 days after her diagnosis at the age of 15. Blue Faery announces the recipient of the BFA on April 8, 2010—Adrienne's birthday. She would have been 25 years old this year. Dr. Coleman and Dr. El-Serag will each receive \$2,000 for their efforts to commemorate their achievement. The non-profit organization's goal is to increase the award amount in subsequent years.

Founded in 2002, Blue Faery is the only nonprofit organization in the United States solely devoted to fighting HCC. The mission of Blue Faery is to prevent, treat and cure primary liver cancer, specifically hepatocellular carcinoma, through research, education and advocacy. Blue Faery has also developed an HCC patient education brochure for liver cancer patients, their families and their healthcare providers. The FREE brochure, which is also available in Chinese and in Spanish, is currently distributed in 30 treatment centers across the nation.