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# Blue Faery

Quarterly Newsletter — Spring Edition

4 May 2011

## Editor's Note

When the [Blue Faery board of directors](#) held our February meeting, the discussion regarding the 2011 recipient of the [Blue Faery Award for Excellence in Liver Cancer Research](#) (BFA) became excited, passionate, and even heated at times. With many viable candidates, the board finally narrowed down the selection to two choices: Dr. William B. Coleman and Dr. Hashem B. El-Serag. The debate continued, but the board finally decided with their different approaches to fighting liver cancer, both doctors were equally deserving of the BFA. For the first time ever, Blue Faery gave out two awards; both recipients received donations toward their innovative research as well as our customized commemorative BFA plaques.

## Meet Blue Faery Award recipient Dr. William B. Coleman



An established and highly respected scientist, Dr. William B. Coleman researches pre-cancerous cells in the liver as a possible cause of HCC with the goal of targeting these cells before cancer starts. Dr. Coleman is the director of graduate studies at the [University of North Carolina School of Medicine](#). His laboratory is involved in several major projects including the identification, isolation, and characterization of human liver tumor suppressor genes; liver progenitor cell responses to toxic liver injury; and transplantation of liver stem-like progenitor cells for correction of genetic liver disease.

Upon receiving the news that he was one of two recipients of this year's Blue Faery Award Dr. Coleman replied, "Thanks for this excellent news. It's a real honor."

## Meet Blue Faery Award recipient Dr. Hashem B. El-Serag

Working as a physician, scientist, and epidemiologist, Dr. Hashem B. El-Serag has significantly improved the lack of knowledge regarding HCC surveillance in various U.S. populations. Blue Faery recognized his efforts to increase public health awareness and to promote early detection of the disease in order to give liver cancer patients the best chance of survival. Dr. El-Serag is the chief of gastroenterology and hepatology at [Baylor College of Medicine](#) and GI section chief at the [Michael E. DeBakey VA Medical Center](#). His research interests include but are not limited to hepatocellular carcinoma, viral hepatitis, chronic liver disease, and the screening and surveillance of GI and liver cancers.

After discovering he was one of this year's recipients of the Blue Faery Award, Dr. El-Serag responded, "Thank you for the notification; I am indeed honored with this selection and thankful to the selection committee."



## Give a Cause Gift Card

[Causes Gift Cards](#) have been released in Safeway and Vons grocery stores across California. The \$25 and \$50 cards allow you to give the gift of giving—whomever you give them to can donate to any nonprofit in the U.S. (including us!) at [www.causes.com/giftcard](http://www.causes.com/giftcard).

Go to the [Safeway Store Locator](#) to find the Safeway or Vons store nearest you. Ask the clerks to point you



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### Additional brochures

at no charge to all patients, their families and their healthcare providers. The brochure is available in English, Spanish and Chinese and has been distributed in 30 [treatment centers](#) across the nation. To request FREE brochures for your patients, please contact Medical Research Chair [Doug Senecal](#), and the brochures will be shipped at no charge. If your patients need information right away, they may download the brochure from our website at [www.bluefaery.org](http://www.bluefaery.org).

### Do you have a liver cancer news story?

[Email Andrea](#) if you have a story that you think would be of interest for our quarterly newsletter. Put "Blue Faery Newsletter" in the subject line, and we will consider it for our next edition.



Note: Please add [info@bluefaery.org](mailto:info@bluefaery.org) to your address book so that the Blue Faery e-Newsletter will not land in your junk mail folder.

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