

FOR IMMEDIATE RELEASE
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Hepatitis C Caring Ambassadors Program Launches Online Activist Resource Center

Oregon City, Oregon – The Hepatitis C Caring Ambassadors Program (HCCAP), a national nonprofit advocacy organization, is pleased to announce the Internet release of its new **HCCAP Activist Resource Center** at www.hepcchallenge.org. The **HCCAP Activist Resource Center** is a set of tools designed to increase hepatitis C awareness and community involvement. Users can send e-mails or letters to their elected officials and other important policy makers, sign up for electronic notification about emerging issues in hepatitis C, learn the latest news and information about the disease, and more. “Awareness is the key to changing the outcome of the hepatitis C epidemic. It is critical for people with HCV and those concerned about this crisis to be heard. The user-friendly tools of the **HCCAP Activist Resource Center** make it easy to take action and raise hepatitis C awareness.” said Lorren Sandt, Manager of the Hepatitis C Caring Ambassadors Program.

Hepatitis C is the most common chronic, blood-borne viral infection in the United States. An estimated 4 million Americans are infected with the hepatitis C virus (HCV), the most common cause of chronic liver disease and adult liver transplantation in the U.S. Approximately 30,000 new HCV cases are reported each year. Hepatitis C currently kills at least 12,000 Americans annually, a number that is expected to triple by 2010 according to the Centers for Disease Control and Prevention.

Increasing hepatitis C awareness is a key mission of the Hepatitis C Caring Ambassadors Program. Dr. Tina St. John, Medical Director of the Caring Ambassadors Program commented, “No one is immune to hepatitis C. People in the community need to understand how to protect themselves from HCV. People at risk for hepatitis C need to know their risk profile so they can be tested. People infected with HCV need to know how their disease can be managed. And policy makers need to be made aware of the threat posed by hepatitis C so they can take action to protect the health of the American people. The **HCCAP Activist Resource Center** will help on all of these fronts.”

The Hepatitis C Caring Ambassadors Program believes strongly in the power of people working together. The **HCCAP Activist Resource Center** provides one more tool to help the community have

a united voice. Please visit the **HCCAP Activist Resource Center** at www.hepcchallenge.org and make your voice heard.

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For additional information about the Hepatitis C Caring Ambassadors Program and the HCCAP Activist Resource Center, contact Lorren Sandt at 1-877-737-4372 or lorren@hepcchallenge.org.