

FOR IMMEDIATE RELEASE  
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*Hepatitis C Caring Ambassadors Program*



## **Hepatitis C Caring Ambassadors Program Hosts Pearl Health and Music Fair to Raise Hepatitis C Awareness**

Oregon City, Oregon – The Hepatitis C Caring Ambassadors Program (HCCAP) is pleased to announce the upcoming **Pearl Health and Music Fair**, an event to raise hepatitis C awareness in the Portland metropolitan community. The event will be held October 8, 2005 from 10:00 AM to 6:00 PM in the historic Pearl District at the Natural Capital Center, 721 NW 9th Avenue in Portland. The Pearl Pharmacy has partnered with HCCAP for this event, which will include free hepatitis C counseling and testing, and free hepatitis A and B vaccine for at-risk persons. Information will also be provided on cardiovascular disease, diabetes, and thyroid health; targeted screening will be available for these conditions for a nominal fee. A free concert will be held during the event on the roof of the Natural Capital Center featuring the local talents of the Lea Krueger Band, Johnnie Ward, Folktrum, and Los Angeles' Kelly's Lot. Free food and beverages donated by local vendors will round out this fun and informative event.

An estimated 174,000 people in Oregon and Washington are among the 3.9 to 4.5 million Americans already infected with the hepatitis C virus (HCV). Hepatitis C is the most common chronic, blood-borne infection in the United States, and is the leading cause of chronic liver disease among Americans. "Hepatitis C has been dubbed 'the silent epidemic' because the majority of people with HCV are unaware of their status. In the absence of a fully funded national and state response to diagnose and assist people with HCV, HCCAP is committed to raising hepatitis C awareness, educating and testing those at risk, and referring people for proper medical care," said HCCAP Manager Lorren Sandt.

Event co-host and owner of The Pearl Pharmacy Rich Silverman notes, "This important event brings together people and organizations committed to creating sustainable health care paradigms based upon education, prevention, and empowerment. We believe that the drugging of a symptom is not a sustainable form of health care. We offer our clients information about health care options that allow them to take control of their own health."

Motivated by concern for the thousands of people affected by the recent hurricanes along the Gulf Coast, HCCAP, The Pearl Pharmacy, and Hep C Aware will host a sister event the evening of **The Pearl Health and Music Fair**. "In The Key-of-C," a musical concert featuring local musical artists, will be held at the Goble Tavern on Highway 30 in Rainier, Oregon from 9:00 PM to close. Proceeds will benefit the American Red Cross.

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**For additional information about the Pearl Health and Music Fair or the In The Key-of-C benefit concert, contact Lorren Sandt at 1-877-737-4372 or [lorren@hepcchallenge.org](mailto:lorren@hepcchallenge.org).**