

PARTNERS IN LIVER HEALTH

June 7, 2010

Liver cancer is often the inevitable consequence of many forms of liver disease. Chronic hepatitis B and C contributes to 80% of primary liver cancers worldwide but other risk factors which play a role in the increasing rate of liver cancer include obesity and excessive or long-time use of alcohol, tobacco, anabolic steroids and more. In order to address the growing liver cancer crisis, liver health must become a global healthcare priority.

The **Canadian Liver Foundation** (CLF) was the first organization in the world committed to promoting liver health and reducing the incidence and impact of all forms of liver disease by supporting research and education into causes, diagnoses, prevention and treatment. The **International Liver Cancer Association** (ILCA) is the only international organization devoted exclusively to liver cancer research with the aim to increase the understanding of liver cancer and develop treatments that offer true hope for patients affected by the disease. The CLF is proud to announce our new partnership with ILCA for the **2010 ILCA conference, September 10 – 12, 2010 in Montreal, Canada.**

Building on the success of ILCA 2009 – where over 650 delegates from 44 countries gathered to discuss basic and clinical science related topics – ILCA 2010 will continue to link research to practice and connect scientists, physicians and allied health professionals from all fields related to and interested in liver cancer. ILCA's multidisciplinary approach to liver cancer will include:

- § Two **state-of-the-art lectures** delivered by leading speakers with focus on *Imaging of HCC and Early Diagnosis* and *Relevant experimental models of HCC.*
- § Three **cutting-edge symposia** presenting the latest information on *Management and outcomes of HCC in Asia, Novel targets and emerging therapies* and *Assessing response in HCC – Revisiting RECIST.*
- § A **special lecture** on *miRNA and HCC: biology and prognostic significance.*
- § Six **general sessions** featuring 35 oral presentations and over 200 posters.
- § Five **luncheon workshops** offering you the opportunity to sharpen your skills and expand your expertise during these highly interactive sessions.

The CLF would like to encourage all Canadian hepatologists and gastroenterologists to join us in the fight against liver cancer. To this end, we are pleased to inform you that the CLF has been able to secure a **discount of \$255 CDN for all CLF Members.** Conference registration rates are as follows:

Registration Deadlines	Regular Rates*	CLF Member Rates*
By June 30, 2010	\$635 CDN	\$380 CDN
By August 13, 2010	\$700 CDN	\$445 CDN
Onsite	\$765 CDN	\$510 CDN

* *Note: Online conference registration is in Euros. These are the estimated conversion rates as of June 3, 2010 (subject to change without notice).*

If you are not already a CLF Member, please visit www.liver.ca and click on the **"Become a Member Today"** button. As an annual CLF Member, you will receive:

- § A charitable tax receipt for the membership fee (\$25)
- § Exclusive offers and discounts with CLF partners (like the ILCA 2010 conference!)
- § A copy of the CLF's quarterly e-newsletter, "livewell"
- § Information on ways to support the CLF's liver health advocacy efforts

This special offer is not only for hepatologists and gastroenterologists – please tell your colleagues in oncology, radiology and other liver cancer related fields that they too can take advantage of this discount by becoming a CLF Member.

To learn more about the scientific sessions or to register for ILCA 2010, visit <http://www.ilca2010.org>. Please note that in order to take advantage of this exclusive CLF Member discount, you will first need to go to www.liver.ca to sign up for CLF Membership.

We hope to see you in Montreal at the 2010 ILCA conference in September!



Karen Seto
Director, Professional Education & Partnerships