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Friday, May 28, 2010

Livestrong launches Latino/Hispanic outreach

Austin Business Journal

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The Austin-based **Livestrong** Foundation is extending outreach efforts to the Hispanic/Latino community.

The cancer services and advocacy organization, launched by successful cyclist and cancer survivor Lance Armstrong in 1997, is rolling out a **free Spanish-language resource center** and outreach initiative.

The effort is aimed at increasing visibility and access to resources for those in the community affected by cancer, which is the second-leading cause of death for Latinos. Cancer rates among the community are also expected to increase 142 percent by 2030, compared

with 45 percent for the U.S. population as a whole, according to the press release.

Livestrong recruited Latina telenovela actress and breast cancer survivor Lorena Rojas to act as a kind of ambassador for the effort. She is featured on the latest "Livestrong Quarterly" publication and wrote an editorial that will appear in 80 Hispanic publications across the country.

"I am honored to accept this challenging and rewarding assignment. I can't think of any other issue more important to me right now than empowering Latino cancer survivors around the world to fight this disease," Rojas said.

The SurvivorCare program offers professional support in English and Spanish online, or via a hotline at 1-866-927-7205. Counseling and emotional support is also available along with financial and insurance information help, assistance locating clinical trials, information on local resources and answers to questions about fertility preservation options.

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