

April 24, 2021

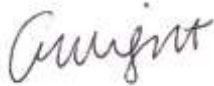
**MESSAGE FROM THE PRESIDENT**

By March 12, 2020, the threat of COVID-19 was looming. That night, we cancelled our PBC dinner/speaker meeting and instead held the session on Facebook Live platform. Instead of 52 participants, we reached over 2,000. During 2020, we were able to adapt quickly to our new “normal”, providing support and programs in new way that resulted in bringing our growing PBC community together.

Once again with an amazing group of volunteers, we have been able to accomplish so much. The highlights of 2020 included: the PBC Speakers Series; the launch of our new website; September’s PBC awareness month campaign; partnering on PBC research projects with PBC medical experts; and working closely with industry partners to ensure that PBC patient safety, efficacy and quality of life interests are put first when developing new treatments. Our PBC community has grown with new members and an expanded support network of Canadian PBC Society regional and local volunteers.

Whether supporting those who are newly diagnosed or those who are PBC veterans, we continue to be a trusted source of information and a much-appreciated source of personal support and connection.

I’m looking forward to continuing our work together in the year ahead.



Gail Wright