

April 30, 2022

MESSAGE FROM THE PRESIDENT

2021 was our second year adapting to the challenges of COVID-19. With experience gained in 2020, we continued to find creative ways to support PBC patients and their families. This year we were able to launch our “STAY STRONG” campaign, focusing on wellness with the introduction of a 12-week PBC wellness program, new website content and brochures: *PBC Stay Strong through healthy eating* and *PBC Stay Strong through active living*.

Once again, with an amazing group of volunteers we have been able to accomplish so much. The highlights of 2021 included: the PBC Speakers Series; 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.

As a result, our PBC community has grown with new members and an expanded support network of Canadian PBC Society regional and local volunteers. Our PBC newsletter, comprehensive website and Facebook Live platform have helped to ensure that we are reaching thousands of PBC patients and their families.

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