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PBC Awareness, NFP Launches September Campaign to Unite and Empower Americans Living with Primary Biliary Cholangitis

PBC Awareness Month campaign brings patients, advocates and healthcare communities together through nationwide events, education and connection

CHICAGO, IL – September 7, 2026 – This September, PBC Awareness, NFP, a nonprofit organization dedicated to improving the lives of those affected by Primary Biliary Cholangitis (PBC), joins the global community in recognizing PBC Awareness Month and Sunday, September 13th is International PBC Day. With an estimated 130,000 Americans living with this rare, progressive, autoimmune liver disease, the organization is committed to raising visibility, fostering connection, and ensuring no one faces this diagnosis alone.

September is officially recognized as PBC Awareness Month, with the 2nd Sunday of every September is designated as International PBC Awareness Day. These observances serve as a critical platform to educate the public, healthcare professionals, and policymakers about PBC—a chronic disease that progressively damages the bile ducts in the liver and, if left untreated, can lead to cirrhosis, liver failure, or the need for Transplantation.

“PBC Awareness Month is not just about recognition—it’s about action” said L. Marie Asad, Founding Board Member and President of PBC Awareness, NFP. “For many patients, the most powerful moment on their journey is the day they meet someone else who truly understands. Our mission is rooted in the understanding that support saves lives”

PBC Awareness Month Events and Activities

Throughout September and beyond, PBC Awareness, NFP is hosting and participating in a series of events designed to build community, share knowledge, and advance advocacy:

- **September 9:** Primary Biliary Cholangitis (PBC): Impact on Black Women – A virtual discussion addressing health equity and the unique challenges faced by Black women living with PBC.
- **September 13:** International PBC Day Brunch – An in-person gathering in Chicago, IL, bringing the community together to mark International PBC Day.
- **September 14:** PBC Awareness Meetup – A community meetup in Phoenix, AZ.
- **September 19:** PBC Awareness Meetup – A community meetup in Washington, D.C.
- **September 25:** Panel Moderation at the Global Liver Institute’s Advanced Advocacy Academy A3 – PBC Awareness: moderating a panel and sharing lived experience on PBC. <https://globalliver.org/advanced-advocacy-academy/>
- **November 5-9:** Booth #935 at the 2026 The American Association for the Study of Liver Diseases (AASLD) The Liver Meeting (#TLM26) – The organization will be on the ground in Denver, CO, connecting with leading hepatology professionals at the premier global conference in liver health. <https://www.aasld.org/tlm-26/networking-events-tlm26><https://www.aasld.org/tlm-26/elevate-your-expertise-tlm26>.
- **December 1, 2026:** Giving Tuesday – Join PBC Awareness, NFP in its annual Giving Tuesday campaign to support patient education for the U.S. PBC Community.

About Primary Biliary Cholangitis (PBC)

PBC is a rare, chronic autoimmune disease that destroys the bile ducts in the liver, leading to scarring, cirrhosis, and potentially liver failure. <https://www.mayoclinic.org/diseases-conditions/primary-biliary-cholangitis/symptoms-causes/syc-20376874>

While the disease disproportionately affects women, men and underserved communities are often underdiagnosed or overlooked. With proper connection, education, and advocacy, individuals with PBC can live full and meaningful lives.

About PBC Awareness, NFP

PBC Awareness, NFP is a 501(c)(3) nonprofit organization serving the U.S. PBC community. The organization’s mission is to improve the lives of those affected by PBC

through comprehensive support, education, and advocacy.

Support PBC Awareness, NFP

As a 501c3 nonprofit organization, PBC Awareness, NFP relies on the generosity of individuals and partners to sustain its programs, expand its reach, and provide free resources to patients and families. Tax-deductible donations can be made securely at <https://pbcawareness.org/donate/>.

The organization also welcomes corporate sponsorships, which offer meaningful opportunities for businesses to demonstrate their commitment to rare disease communities. Additionally, volunteers are an integral part of the PBC Awareness mission—whether contributing time to event planning, patient outreach, or advocacy efforts, individuals with a passion for service are encouraged to inquire about current opportunities by contacting the organization directly.

For more information about PBC and upcoming events, visit <https://pbcawareness.org/> and follow PBC Awareness, NFP on social media.