

Charlie Chanaratsopon, CEO and Founder of “Charming Charlie” Cares

The abbreviation for cholangiocarcinoma, a rare form of liver cancer is “CC” however, one “CC” patient in Oregon prefers to think of it as “Charming Charlie.”

SALT LAKE CITY, UTAH, UNITED STATES, September 13, 2016 /EINPresswire.com/ -- Lisa Layton has a diagnosis of stage IV intrahepatic cholangiocarcinoma. She was first introduced to the brand “Charming Charlie” while a patient at Oregon Health Sciences University in Portland, Oregon. While undergoing treatment in the oncology unit, Lisa received a darling “Charming Charlie” hat with an adorable pom-pom. She proudly wore the donated hat and garnered many compliments. Lisa then visited her local “Charming Charlie” store in Happy Valley, Oregon and her life has never been the same.

As she approached the store, Lisa observed the beautiful bright pink doors with two gleaming gold “CC” door handles. She thought about her diagnosis of “CC” and wondered if this was a way she could reframe her thoughts from an ugly word like cancer to “Charming Charlie” instead? She says “The stores are filled with colorful clothing, beautiful jewelry, amazing accessories, delightful employees and enthusiastic

shoppers.” Lisa’s seven year old daughter Elizabeth said when she first walked into the beautiful store “You can go crazy in a place like this!”

Lisa, a speech-language pathologist by profession and mother of two young girls put herself on a self-prescribed physical therapy/retail therapy program. She considers it a victory when she drives to the “Charming Charlie” store and spends time talking, laughing, and accessorizing. Every day without fail she puts on her “CC” jewels, clothing, and accessories. It makes her feel good. And, she enjoys giving fellow patients purses, jewels, and clothes from the store.

“Charming Charlie” CEO, Charlie Chanaratsopon founded the accessories store in 2004 and has expanded to over 350 global retail stores. Charlie Chanaratsopon’s family is originally from Thailand, the country with the highest incidence of cholangiocarcinoma worldwide. Lisa reached out to Mr. Chanaratsopon and told him she was his “#1 Charming Charlie Fan”. In August 2016, he invited her to come to the “Charming Charlie” Headquarters in Houston while she was undergoing treatment at MD Anderson Cancer Center.

Lisa and her husband were able to tour the “Charming Charlie” headquarters, meet the entire staff



Lisa Layton Visits Charming Charlie Headquarters

and spend time with Charlie who she considers a “rock star.” Lisa gave him a Cholangiocarcinoma Foundation bracelet and Charlie immediately put it on which was a very touching gesture. Lisa also revealed that the “very charming” Charlie Chanaratsopon gave her a large array of “Charming Charlie” gifts in green, which also happens to be the color designated for liver cancer.

To meet Lisa and help raise much-needed funds for the Cholangiocarcinoma Foundation, visit the “Charming Charlie” store in Happy Valley, OR on Saturday, September 17, 2016 from 6:00 to 9:00pm at:

Clackamas Town Center
12000 SE 82nd Avenue
Happy Valley, OR 97086
(503) 659-2608

To find a store near you or order online at
www.charmingcharlie.com

10% of all purchases will be donated to the Cholangiocarcinoma Foundation

About the Cholangiocarcinoma Foundation (CCF)

Founded in 2006, the Cholangiocarcinoma Foundation (CCF) is

a global 501(c) (3) non-profit organization whose mission is to find a cure and improve the quality of life for those affected by bile duct cancer.

As a rare and lethal disease, cholangiocarcinoma lacks attention and sufficient resources. There is a vast, unmet need for education about cholangiocarcinoma across the entire disease spectrum - from bench to bedside. For that reason, the Cholangiocarcinoma Foundation continues its efforts to raise awareness of all stakeholders in the cholangiocarcinoma community through advocacy, education, collaboration and research. More information is available at www.cholangiocarcinoma.org.

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Lisa Layton

About Cholangiocarcinoma

Cholangiocarcinoma is a “silent” form of cancer that originates from the cells lining the bile ducts. It is classified as a

heterogeneous group of three anatomically distinct cancers grouped according to the location from which they arise: within the bile ducts (intrahepatic), outside the bile ducts (extrahepatic), and in between where the bile ducts exit the liver (perihilar).

The incidence and mortality of cholangiocarcinoma in North America and Europe has increased dramatically in the past few decades. In the U.S., there are now approximately 6,000 new cases diagnosed each year. Rates are highest among Hispanics and Asians, and men appear to have a slightly greater mortality from the disease than women. The highest incidence rates are observed in



Charlie Chanaratsopon, CEO and Founder of Charming Charlie greets Lisa Layton with gifts from the store.

Eastern and South-Eastern Asia, with a peak registered in Thailand (33.4 per 100,000 in men, and 12.3 per 100,000 in women).

Because patients commonly present with symptoms that mimic those of other ailments, and there is no validated method of early detection, the majority of patients are diagnosed when the cancer is far too advanced to be removed by surgery. In these cases, chemotherapy and radiation therapy are the mainstay of treatment. The dismal 5-year survival rate for intrahepatic cholangiocarcinoma is estimated at 2-15%.

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