

Award-winning Retailer Teams-up with the Cholangiocarcinoma Foundation to Support Research

Charming Charlie's Charitable Giving Program Raises Awareness and Funds

SALT LAKE CITY, UTAH, UNITED STATES, September 27, 2016 /EINPresswire.com/ -- Charming Charlie, a women's fashion and accessories retailer with more than 370 locations worldwide supports non-profit organizations through their in-store fundraising events. During 'Charming Charlie Cares' events, ten percent of all purchases are donated to the hosting charity.

On September 17th, the Charming Charlie store in Happy Valley, Oregon at Clackamas Town Center held an event to raise awareness and much-needed funds for the Cholangiocarcinoma Foundation. The event was hosted by Lisa Layton who describes herself as the #1 Charming Charlie Fan. She is a parent, a speech-language pathologist and patient living with a diagnosis of stage IV cholangiocarcinoma, a rare form of liver and bile duct cancer.

Lisa shared that a highlight of the evening was meeting a young woman who lost her dad to cholangiocarcinoma several years ago. The attendee was delighted to come to one of her favorite stores and shop for a cause close to her heart. Another touching moment was when two siblings presented Lisa with two pairs of earrings from their own allowance. The little boy said "I just love shopping for jewelry." Lisa felt "Certainly Charlie Chanaratsopon, founder and



Happy customers shop for a cause.



Shoppers of all ages can make a difference!

CEO would approve!”

The enthusiastic, friendly and caring associates at the Charming Charlie store in Clackamas helped to ensure that a good time was had by all. The manager of Charming Charlie at Clackamas Town Center, Merel Teuwan shared “At Charming Charlie every day is a special occasion. We care about our customers and want to find just the right items so they are delighted with their experience.” One customer remarked “What a perfect place to shop! I’m in love!” Another attendee exclaimed “This is the best place to have a charity event.”



The Layton Family helps to spread awareness about bile duct cancer.

Lisa recently had the opportunity to visit the Charming Charlie headquarters in Houston, TX while she was at MD

Anderson Cancer Center for treatment. “The story of Mr. Chanaratsopon and his family originally from Thailand is inspirational. There “really is a Charlie and he is very charming!”

Lisa now looks forward to helping shoppers discover Charming Charlie and hopes to inspire others to host an in-store event. For more information about hosting a 'Charming Charlie Cares' event, contact Lynn.Brandon@charmingcharlie.com

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Lisa Layton

Charming Charlie will be teaming-up again to host an event in conjunction with the fourth [Cholangiocarcinoma Foundation Annual Conference](#):

Charming Charlie Cares Event
Saturday, February 4, 2017 at 10:00am
56 S. Rio Grande St.

Salt Lake City, UT 84101

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.

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 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%.

Donna Mayer
Cholangiocarcinoma Foundation
2153756362
email us here

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