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MNIT's WEB SERIES, *FIXING PACO*, NOMINATED FOR 2013 IMAGEN AWARD

Online Telenovela Provides Latinos with Culturally-Relevant Information on Organ Transplantation

LOS ANGELES- (July 23, 2013) - The Mendez National Institute of Transplantation (MNIT) is proud to announce that its web series, *Fixing Paco*, has been nominated for a 2013 Imagen Award for Best Web Series: Drama. The telenovela-hybrid series funded by the UniHealth Foundation provides culturally-relevant information on organ transplantation to Latinos while entertaining its audience with humor and family drama.

Almost half of the patients on the organ transplant waiting list in the greater Los Angeles area are Latino, according to the United Network for Organ Sharing. Diabetes and high blood pressure are the main culprits, making kidneys the organ in demand for Latinos. At a national level, there are more than 20,000 Latinos currently awaiting an organ transplant.

"Our goal was to develop an innovative way using entertainment to educate Latino dialysis patients and their families on the treatment options of transplantation, living donation, and being proactive regarding their health," said Nicole Pinkerton, Director of Development and Education at MNIT. "The fact that we've been nominated for this prestigious award is both an honor and validation that we're on the right track in meeting our goal.

Fixing Paco, directed and produced by award-winning filmmaker Joe Camareno, follows the fictional Fuentes family's triumph in battling kidney failure, a battle many Latino families are currently facing. *Fixing Paco* delivers some heart wrenching and powerful performances by Paul Rodriguez, Emmy-winning actress Marabina Jaimes, Soledad St. Hilaire and Ingrid Oliu. The series also stars Latin pop sensation Christian Chavez and Gloria Garayua.

The Imagen Awards winners will be announced August 16th at an awards ceremony at the Beverly Hilton Hotel. The ceremony will also be aired as a one-hour special on PBS Southern California. *Fixing Paco* won 2012 Best Webisode at the Reel Raquache Art & Film Festival in East Los Angeles.

For more information on *Fixing Paco* visit www.FixingPaco.org or the Mendez National Institute of Transplantation visit www.transplantation.com. Follow *Fixing Paco* on [Facebook/FixingPaco](https://www.facebook.com/FixingPaco) and on Twitter [@FixingPaco](https://twitter.com/FixingPaco).

ABOUT MENDEZ NATIONAL INSTITUTE OF TRANSPLANTATION (MNIT)

The Mendez National Institute of Transplantation (MNIT) is a public nonprofit organization founded in 1984, dedicated to its founding mission: To advance the science and practice of organ transplantation through research, education and innovation. www.transplantation.com



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