



Fixing Paco

MNIT AIRS TELENOVELA-HYBRID STYLE SERIES, *FIXING PACO*

Fixing Paco, Aims at Providing Culturally Relevant Edutainment on Organ Transplantation

LOS ANGELES (November 12, 2012) – The Mendez National Institute of Transplantation (MNIT) created *Fixing Paco*, a delightfully innovative web series set to launch on November 19, 2012 in both Spanish and English. What makes this telenovela-hybrid style series unique is its aim at providing culturally relevant information on organ transplantation to Latinos while entertaining its audience with humor and family drama. So what exactly caused MNIT to embark on this journey?

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

“We have identified the most common challenges the Latino dialysis patients face in pursuing transplantation. There is nothing that exists right now to meet their educational needs in such an engaging, entertaining format and we believe *Fixing Paco* will help to meet these needs,” said Nicole Pinkerton, Director of Development and Education at MNIT.

Fixing Paco follows the fictional Fuentes family’s triumph in battling kidney failure, a battle many Latino families are currently facing. Each episode informs dialysis patients and their families on the treatment options of transplantation, living donation, and being proactive regarding their health. While the telenovela-hybrid is highly educational, it is also bursting with cultural humor and drama that defines the dynamic Latino families.

Joe Camareno, award-winning Director and Producer of *Fixing Paco*, mentions that he is “proud of the show because it will teach a part of the Latino community the importance of taking care of their kidneys’ and following the proper medical advice given to them. The information presented is palatable and universal and is accessible to all cultures that might come across the show on the web.”

Fixing Paco won 2012 Best Webisode at the Reel Raquache Art & Film Festival in East Los Angeles. *Fixing Paco* will be available on the internet as a web series to provide worldwide access to education about kidney transplantation and living donation.

Margie Fuentes (Gloria Garayua), a peppy young adult and aspiring doctor, deals with the stress of her father’s kidney failure by video blogging. Her father, Paco (Paul Rodriguez) struggles with dialysis. Not only is his health failing, but so is his handyman business. Fortunately for Paco, he has the support of his family to help him get through the ups and downs. *Fixing Paco* shows the Fuentes family vulnerabilities but also highlights their strength and determination that ultimately helps them prevail. *Fixing Paco* delivers some heart wrenching and powerful performances by Paul Rodriguez, Emmy-winning actress Marabina Jaimes, Latin pop sensation Christian Chavez, Soledad St. Hilaire and Ingrid Oliu, Tia Julia’s downtrodden daughter, Daisy.

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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). *Fixing Paco* will air a new episode every other Monday with supplemental videos about transplantation and the making of *Fixing Paco* on the other weeks beginning November 19th.

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ABOUT MENDEZ NATIONAL INSTITUTE OF TRANSPLANTATION (MNIT)

The Mendez National Institute of Transplantation (MNIT) is a public non-profit 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