



Mendez
NATIONAL INSTITUTE
of **TRANSPLANTATION**
at the S. Mark Taper Foundation Transplant Center



Fixing Paco

MENDEZ NATIONAL INSTITUTE OF TRANSPLANTATION PRESENTS *FIXING PACO*
AIMING TO PROVIDE CULTURALLY RELEVANT EDUTAINMENT

*Fixing Paco, a Unique Educational Tool Created to Effectively Communicate
Vital Transplant Information to Latinos*

LOS ANGELES (September 19, 2012) – The Mendez National Institute of Transplantation (MNIT) will hold a private Red Carpet Premiere of *Fixing Paco* on Tuesday, October 9, 2012 at the Directors Guild of America. *Fixing Paco*, a fictional telenovela hybrid style series follows the Fuentes family's triumph in battling kidney failure. Each episode informs dialysis patients and their families on the treatment option of transplantation, living donation, and being proactive regarding their health.

The edutainment format *Fixing Paco* was created in is built to effectively communicate essential information that patients on dialysis desperately need to know. *Fixing Paco* was filmed in both Spanish and English and is a result of lessons learned from providing MNIT's One-on-One Program to dialysis patients. Forty-seven percent (47%) of the dialysis population in Southern California is Latino, and there is a dire need for material that is culturally relevant.

"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 the MNIT. "Our goal is to have *Fixing Paco* available to dialysis patients nationally and internationally."

Fixing Paco delivers some heart wrenching and powerful performances by renowned comedian and actor Paul Rodriguez, Emmy-winning actress Marabina Jaimes, Gloria Garayua and Latin pop sensation Christian Chavez. The series also stars Soledad St. Hilaire, Ingrid Oliu, Alfredo Avila, Carolyn Wilson, Alejandro de Hoyes, Alfoso di Luca, Jocelyn Aguilar, and Adrian Gonzales.

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 handy man 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 importantly highlights their strength and determination that ultimately helps them prevail.

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2-2-2 Mendez National Institute of Transplantation Presents *Fixing Paco*

According to the Mendez National Institute of Transplantation, the majority of the Spanish speaking Latino community is largely uninformed about the process of transplantation and organ donation, especially living donation. The same research study indicated that the information known to the Latino community is generally inaccurate and preserves the many myths and barriers to increasing organ donation. Transplantation can provide a significantly better quality of life.

Fixing Paco was produced by The Mendez National Institute of Transplantation in association with Celtino Entertainment, and made possible by a generous grant from UniHealth Foundation. *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).

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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