The American Liver Foundation’s new ambassador, Will Rodgers, has a unique way of raising awareness about liver disease. As an up-and-coming NASCAR driver, Will brings his own perspective to the effort. Hawaiian-born Will, now 24, was diagnosed at age three with primary sclerosing cholangitis (PSC), a rare, chronic liver disease that can cause severe liver problems, including cirrhosis, cancer and the need for a liver transplant.

Never one to let an obstacle stand in his way, Will began his racing career at the age of eight. In 2016, Will made his Sonoma debut at the age of 21. He ended that season with four top-ten finishes. When he returned to Sonoma this year as defending champion of the 2018 NASCAR K&N Pro Series West Race, he brought ALF along. We were thrilled to collaborate with Will at the Sonoma race to educate NASCAR fans about the importance of liver health and we are energized to work with Will on a national scale. Liver disease is so often stigmatized because of a lack of knowledge about the role the liver plays in the body and the causes of liver disease. Will Rodgers is helping ALF elevate the liver conversation.

Finishing in the top 10 in the June 22 race, Will’s racecar sported the ALF logo. Along with patients, family members, physicians and corporate colleagues all wearing ALF hats, Chief Operating Officer, Lynn Gardiner Seim; Northern California Division Executive Director, Veronica LaBeau; and National Senior Director of Development, Erika Goodman, were part of the honorary pit crew. Rodgers said, “It was particularly meaningful being back at Sonoma to promote liver disease awareness with the American Liver Foundation. When an individual approached me at the race and explained that he had been living with hepatitis C for years and never told anyone, I knew that my work at ALF is vitally important and life changing. The man told me that I had motivated him to go home and talk to his family about his liver disease. That’s what this program is all about!”

Read more about ALF’s Advocacy Initiatives.