



Gregg Allman Tunes In to Hep C

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Musician Gregg Allman is launching “Tune In to Hep C,” a public awareness campaign about chronic hepatitis C virus infection, according to [a GreggAllman.com statement](#). To kick off the campaign—which is a collaboration with the American Liver Foundation and pharmaceutical company Merck—the Allman Brothers Band will hold a benefit concert July 27, the day before World Hepatitis Day, at the Beacon Theater in New York City.

The concert date marks a little more than a year after Allman had liver transplant surgery because of liver damage caused by hepatitis C. He now hopes to leverage his musical fame to raise awareness about the virus.

“I’m excited to be working with Merck and the American Liver Foundation because there are many people who have been diagnosed with chronic hepatitis C but aren’t taking action. I want to tell them, don’t wait. Doing nothing is not an option; they need to talk with their doctor,” Allman said. “I made the decision to take action and talk to my doctor, so that I could get back to making the music I love. I want others to take that action too, and if I can help make that happen, I’ve done my job.”

Concert tickets are available in person at The Beacon Theatre box office and select Ticketmaster locations, online at LiveNation.com and Ticketmaster.com, and by phone at 800-745-3000. Concert proceeds will go to community-based organizations providing education and support services to people with chronic hepatitis C infection.