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Family Reach Announces Partnership with CareAline products

For every product sold with the special code "FamilyReach", \$2 go to Family Reach, a national nonprofit.

Boston, MA [July 1, 2020] — Family Reach, a national organization focused on providing financial support to families facing cancer, is happy to announce a partnership with CareAline. CareAline makes personal protective equipment and medical securement garments, and when a purchase is made with the special code "FamilyReach", \$2 from each purchase will go towards benefitting Family Reach's Financial Treatment Program.

CareAline was started in 2012 with the goal of improving patient safety, comfort, and healing. It was founded by Kezia Fitzgerald and her husband, who were themselves the recipients of Family Reach's Financial Treatment Program.

"We've been battling cancer as a family for nearly ten years, and Family Reach has been an amazing resource," said CIO Kezia Fitzgerald. "We started CareAline to help other people who were experiencing the same things we did. I knew partnering with Family Reach would help us reach more of these individuals and families while allowing us to give back to the organization at the same time."

CareAline will provide a coupon code that is unique to Family Reach. Each time that code is used on the website, the purchaser will receive 10% off their purchase, and Family Reach will receive \$2. CareAline will tally up the total times the code was used each quarter, and will send Family Reach the total donation.

CareAline's FDA registered products include clinically-proven vascular access products like Sleeves that secure PICC lines and Wraps that secure central lines and feeding tubes. They also include personal protection products like Everyday Masks and Reusable Isolation Gowns.

CareAline was granted a patent for a protective sleeve that helps children and adults who need to live with permanent IVs. The products are made in Fall River, MA, with all USA sourced materials.

Kezia was diagnosed with cancer in January of 2011. Three months later, her infant daughter was diagnosed with neuroblastoma, and for 6 months, they were in treatment at the same time. Saoirse passed away later that year. Kezia gave birth to a healthy son in 2013, while in remission. Sadly, in March of 2014, she relapsed, and needed treatment once again.

"I've known Kezia almost as long as cancer has," said Family Reach CEO Carla Tardif. "I'm in awe of her strength, commitment and innovation. Family Reach is thrilled to be partnered with CareAline to offer a great product while allowing us to expand our support to cancer patients and their families."

When purchases are made using the special code, proceeds will support Family Reach's Financial Treatment Program, which is focused on patient care. The four aspects of the program are financial planning, education, navigation, and direct financial assistance.

The website is CareAline.com. The promotional code for Family Reach is FamilyReach.

About Family Reach

Family Reach is a national nonprofit that provides critical financial support to cancer patients and their families, who often have to choose between treatment and daily living essentials like food or electricity. Family Reach works with patients and healthcare professionals at more than 400 top-tier hospitals and cancer centers to reach families before they hit critical financial breaking points.

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