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Media Contact:

Francis Ma

480.510.5985

[media@familyreach.org](mailto:media@familyreach.org)

## Cooking Live Cook-a-Thon raises \$454K for Family Reach

*Family Reach's first ever virtual Cooking Live Cook-a-Thon was hosted by Chef Ming Tsai and included guests like Chef José Andrés, Reese Witherspoon, and Paris Hilton.*

Boston, MA [May 29, 2020] — Family Reach, a national organization focused on providing financial support to families facing cancer, held its first virtual Cook-a-Thon on Instagram Live on Memorial Day weekend, May 22-24, and raised \$454,321.81 to support families all over the country.

Proceeds from the event will support Family Reach's Financial Treatment Program (FTP), which is focused on patient care. The four aspects of the program are financial planning, education, navigation, and direct financial assistance.

During each segment, Family Reach CEO Carla Tardif shared more about the deep financial needs cancer patients are experiencing during COVID-19.

"Cancer was already hard for families before COVID-19," said Tardif. "Since this pandemic hit, many cancer families are experiencing even greater financial hardship and it's undoubtedly going to affect their survival rates. This event was so important to Family Reach because of the record breaking number of families in dire need of support. We've always been an innovative organization so taking our celebrity chef event virtual at this time was an obvious choice. We knew we needed to think outside the box and are thrilled by what we were able to achieve. Best of all, I know all of the families we serve are also profoundly grateful."

The Cooking Live Cook-a-Thon featured celebrities in different segments on Friday, Saturday, and Sunday. The lineup included Guy Fieri, Chef José Andrés, Carla Hall, Reese Witherspoon, Chef Amanda Freitag, Chef Aarón Sánchez, Paris Hilton, David Ortiz, and Ben McKee, bassist for the band Imagine Dragons.

“If you can imagine dealing with cancer during this pandemic, it’s a complete nightmare. That’s why we’re doing this, these cancer patients are why we’re here,” said Chef Ming Tsai.

The event also featured many Family Reach families, including: Bennet, Domonic, Johnny, Renee, Mars, Kaliegha, Paisley, and Camille. Many families tuned into the event, and watched the action happen live.

The event received media coverage by pureWow, Yahoo Life, Patch, NBC Boston, and others.

The presenting sponsors for the event were TIME Magazine and B&W Quality Growers.

The segment sponsors for the event were BeBOLD Energy Bar, and PRVT.

Additional sponsors for the event were Jabra, Eda-Zen, The Chef’s Garden, Cal-Organic Farms, Sichler Farms, SEH Fresh, Kikkoman, José Andrés Foods, YETI, Gills Onions, and Santo Spirits.

For a recap video of the Cooking Live Cook-a-Thon, click on <https://www.instagram.com/p/CAxkbBWg1zI/>

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### 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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