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Omaze Campaign Raises \$456K for Family Reach

A campaign featuring a grand prize of a double date with John Krasinski and Emily Blunt raises \$456K for Family Reach, a national nonprofit.

Boston, MA [March 1, 2020] — John Krasinski and Emily Blunt, in partnership with Omaze, ran a campaign with the proceeds going to Family Reach, a national organization focused on providing financial support to families facing cancer. The Omaze Campaign raised \$456,000.

The sweepstakes began on January 30, 2020. The deadline to enter was February 26, 2020. The approximate retail value of the grand prize was \$2,500. The winner got to bring a guest of their choice to have a drink with John Krasinski and Emily Blunt, and attend the New York City Premiere of *A Quiet Place II*, and have access to the official after party. Flights and hotel were included.

The winner was Chris B. from Charlotte, North Carolina. The Omaze and Family Reach team sent him a video letting him know that he had won the grand prize.

“The whole experience was indescribable,” said Chris B. “I still can’t believe that weekend actually happened! Not only did my wife and I love exploring NYC for the first time, but being able to meet John and Emily was something that we will never forget.”

The funds raised will go toward Family Reach’s Financial Treatment Project (FTP), which is focused on patient care. The four aspects of the project are financial assistance, financial navigation, financial planning, and financial education.

“This was a truly special campaign. John and Emily have already done so much for Family Reach already, and to do this is going above and beyond,” said CEO Carla Tardif. “I’m truly moved by how much this campaign has raised, and how successful our partnership has been.”

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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