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Media Contact:
Francis Ma
480.510.5985
media@familyreach.org

Family Reach recipient of 100% of Rick Miller's new book proceeds

"Casey's Kite" is a children's book written by Rick Miller. Miller has a longstanding relationship with Family Reach CEO Carla Tardif and Board of Directors Member and Co-Founder Rick Morello.

Boston, MA [August 1st, 2020] — Family Reach, a national organization focused on providing financial support to families facing cancer, will receive 100% of Rick Miller's proceeds from his new book "Casey's Kite."

"As a cancer survivor myself," said Miller. "I know about the challenge that cancer can pose to a family. My proceeds will go towards supporting a cause that I deeply believe in, and an organization led by a team I deeply believe in too."

Proceeds will support Family Reach's Financial Treatment Program. The program was developed to reach patients with support before they hit critical financial breaking points.

Miller worked with Carla Tardif almost 20 years ago while fundraising for children's programs supported by the Joslin Diabetes Center. Through working with Joslin, he also got to know Rick Morello who served as Joslin's CFO at the time. Rick Morello is one of the original founders of Family Reach, and serves as the Vice Chair of the Board of Directors. This is clearly not their first collaboration.

"They had a passion for kids, for helping kids," said Miller of Tardif and Morello. "I wanted to be able to donate my proceeds to an organization that would help children and help families. It's great to work with both Carla and Rick once again."

The 36-page picture book is intended for children, but can be enjoyed by people of all ages. The story depicts Casey, whose one-of-a-kind kite flies in a different direction than the store-bought ones. The book teaches lessons of courage, leadership, and collaboration. The book is written by Rick, and was illustrated by Katie Risor. It's available in paperback, ebook, and hardcover, and available through [Amazon](#).

Family Reach's CEO Carla Tardif applauded the announcement.

"Rick wrote a truly wonderful book," she said. "It's a great reminder to all of us how to be our own unique selves and how to weather the storms life promises to throw at us. Nobody knows that better than cancer patients and their families. I'm honored that Rick chose Family Reach to benefit from his truly inspiring book and it's a true joy to partner with someone I've known and admired for so long."



About Family Reach

Family Reach is a national organization dedicated to eradicating the financial barriers that accompany a cancer diagnosis, a widespread issue. We work with patients and healthcare professionals at more than 400 top-tier hospitals and cancer centers. Family Reach developed the solutions-oriented Financial Treatment program to reach patients with support before they hit critical breaking points. The program includes services like Financial Education, Resource Navigation, Financial Planning, and the Emergency Relief Fund.

About Rick Miller

Rick is a global speaker, author, leadership coach, and business advisor. His books, *Casey's Kite* and the newly released *Be Chief: It's a Choice, Not a Title* Second Edition, offer simple and powerful leadership lessons for all ages. 100% of Rick's proceeds from *Be Chief* are donated to Easterseals. Learn more about Rick at [BeingChief.com](#).

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