



For immediate release:

Media Contact:

Francis Ma

480.510.5985

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

## Cooking Live Executive Challenge Raises \$373,055 for Family Reach

*Family Reach's virtual Cooking Live Executive Challenge was hosted by Board of Director member Chef Ming Tsai and Family Reach CEO Carla Tardif. It featured executive chefs from across the country, and the event was sponsored by Mindy and Jesse Rogers.*

Boston, MA [December 2, 2020] — Family Reach, a national organization focused on providing financial support to families facing cancer, held its virtual Cooking Live Executive Challenge on Facebook Live on November 18th, and raised \$373,055 to support families all over the country. The fundraising started on the 18th, and ran through December 1st, Giving Tuesday.

Proceeds from the event will support Family Reach's Financial Treatment Program (FTP), which was developed to reach patients with support before they hit critical financial breaking points. The four aspects of the program are financial planning, education, navigation, and Emergency Relief Funds.

This friendly, impactful culinary competition featured executives from across the country. They learned how to cook Thai Ginger Curry, Toasted Coconut Tempura Shrimp, and made a Five Spice Old Fashion. The ingredients were provided by HelloFresh, and the bourbon for the old fashions was provided by Maker's Mark. Contestants also participated in friendly competitions with prizes, such as the Leave Your Maker's Mark award. It was a 70-minute virtual event.

The contestants also cooked a new product, debuted by Chef Ming Tsai. The product is called MingsBings and is a new endeavor for the chef. It is currently slowly being rolled out.

Contestants put their cooking skills to the test, while their coworkers cheered them on and made donations to Family Reach. Every dollar donated allows patients to focus on what matters most, getting better and getting healthy.

The night of cooking started with a cocktail. It was the Five Spice Old Fashion, which Chef Ming Tsai led the contestants in making, and which was made with Maker's Mark 46 Bourbon.

The contestants also participated in some light banter. B&W CEO Mark DeLeo chose to drink through a straw.

"Technology has changed, but the same methods that worked 50 years ago work today," said Mark DeLeo.

"Now chef, you're giving away your age!" said Premier President Mike Alkire.

"His hair gave away his age a long time ago!" said Chef Ming Tsai.

Family Reach CEO Carla Tardif hosted the event, and witnessed the banter and the energy first hand. She spoke highly of the event:

"What a thrill it was to see such an eclectic, compassionate group of Executives come together virtually to test their culinary skills to raise money and awareness for Family Reach!" said Tardif. "We're honored so many showed up to cook along with Family Reach Board member Chef Ming Tsai to help us alleviate the financial burden a cancer diagnosis brings to so many families in this country."

Typically, there is also a surprise for Chef Ming at the end of the event. On cue, Carla Tardif, who had unveiled Ming bobbleheads and Ming wine toppers in the past, brought out a special surprise: the two founding families of Family Reach, the Colangelo's and the Morello's.

In 1981, 11-year-old Christopher Colangelo lost his battle with neuroblastoma. Kristine Morello-Wiatrak passed away in 1995 at 27 years old after fighting Ewing's sarcoma, a pediatric type of cancer.

The Colangelo and Morello-Wiatrak families were astounded by the expenses associated with treatment that compounded during the challenge of helping their loved one—transportation, special nutrition needs, day care, etc. Motivated by their personal experiences, both families independently sought to help others with the financial and emotional burdens of pediatric cancers.

"We are going to send through the universe 9.1 million thanks because that's much you've raised in your 10 years with Family Reach," said the Colangelo's.

"Through (Ming Tsai's) Cooking Live events since 2010, and his very hands-on commitment and dedication, Ming has catapulted Family Reach into being a respected, national organization," said the Morello's.

The Cooking Live Executive Challenge featured seven executives. The lineup included:

- Mike Alkire, President of Premier
- Kevin Ban, CMO of Walgreens

- Mark DeLeo, CEO of B & W Quality Growers
- Peyton Howell, Chief Commercial & Strategy Officer of Parexel
- David Hysong, Founder and CEO of Shepherd
- Peter Merrigan, CEO & Managing Partner of Taurus Investment Holdings, as well as Board of Directors member at Family Reach
- Dion Warren, VP, Head of U.S. Oncology Business Unit of Takeda Oncology

Morgan O'Brien, Senior Project Manager, Strategic Initiatives, applauded the virtual competition, and commented on the changing nature of events over the past year.

"It's been inspiring to see how this team can pivot into the virtual events world," said O'Brien. "Family Reach's Cooking Live Executive Challenge was a demonstration of innovation and creativity. Who would have thought a year ago that we would be able to unite executives scattered all around the country to benefit our mission? The community that joined us to make this virtual event come to life jumped in with enthusiasm and it was evident that together we can make a tangible difference."

The event sponsors were Mindy & Jesse Rogers.

The matching gift sponsors were Grapevine Shops and General Catalyst.

Food and drink were provided by HelloFresh, Maker's Mark, Joseph Carr Wines, Mings Bings, and B&W Quality Growers.

---

### 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.

Visit [www.familyreach.org](http://www.familyreach.org) and follow @familyreach on Facebook, Instagram, Twitter, and LinkedIn.