



NEWS FOR IMMEDIATE RELEASE

Ceca Foundation Steps Up Efforts to Honor Frontline Healthcare Workers Fighting Coronavirus

Supplements Ongoing Caregiver Awards to Recognize Extraordinary Service

WASHINGTON, DC, MARCH 30, 2020 – The COVID-19 virus is now running its course in the U.S., putting incredible pressure on patients and residents in the nation’s hospitals and long-term care communities. Healthcare workers are making truly heroic personal sacrifices that jeopardize their own health and private lives, working incredibly long hours to contain the virus and care for and comfort those who are directly impacted.

“If there was ever a time to show our appreciation to caregivers, it is now,” said Nathan Hamme, President of Ceca Foundation. Ceca, established in 2013 to celebrate caregiver excellence and promote quality patient care, is introducing a new series of Special Awards, stepping up its efforts to honor frontline workers and support staff – all defined as caregivers – in the fight against COVID-19.

Ceca partners with 50 hospitals, nursing homes, psychiatric and hospice centers to recognize and financially reward their outstanding caregivers through its Ceca Award program. The Foundation provides proprietary software and manages its partners’ engagement and recognition program, while underwriting monetary awards for caregivers. Healthcare workers, patients, long-term care residents, and families can all recognize a caregiver through Ceca’s online platform for inspiring acts of teamwork and compassion.

Matthew Lawlor, Founder and Executive Chair, further stated, “After 20,000 nominations and countless Ceca Award ceremonies over the years, it still leaves a lump in my throat witnessing Ceca Awardees being honored. These are extraordinary people, and these are extraordinary times.” After founding and funding Ceca with his spouse Rosemary, the Lawlor family will be increasing their funding and, for the first time, actively inviting outside donors to help underwrite the Special Awards.

Added Hamme, “This is an opportunity for all of us in the community to salute those who are on the frontline fighting the coronavirus. The Special Awards provide a small but sorely needed financial boost to our Honorees. At the same time, they offer a vehicle for all of us to express a very loud, collective ‘thank you.’”

About Ceca Foundation

[Ceca Foundation](#) (pronounced *See’ ka*, as in **Celebrating caregivers**) is a 501(c)3 nonprofit based in Washington, DC. Its mission is to improve the human experience in healthcare communities by honoring the work of their exceptional caregivers. Founded by Matthew and Rosemary Lawlor, Ceca publicly recognizes caregivers through its innovative technology platforms, support services, and monetary

awards. View our [brief video](#) and follow us on [Twitter](#) and [Facebook](#). To schedule an interview with an award recipient, contact Michelle Sims.

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