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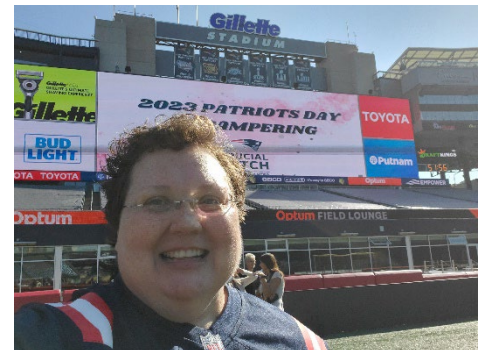
Gentreo Co-founder Julie Fry Honored by New England Patriots for Her Courageous Battle Against Cancer

Boston, MA – 10/3/2023 - Julie Fry, one of the co-founders of Gentreo, a leading estate planning platform, was celebrated by the New England Patriots in a day of pampering to honor her unwavering strength and courage as she continues her battle against endometrial cancer. The event, which is sponsored by the NFL and the New England Patriots honors the indomitable spirit of individuals like Julie Fry who continue to inspire hope and resilience.



Renee Fry (L) and Julie Fry (R) when their picture appeared in Times Square

Julie was first diagnosed with endometrial cancer in 2015. After seven years, it returned and in January 2022, she received the challenging diagnosis of stage 4 cancer. She immediately began chemotherapy treatments at the South Shore Dana Farber Cancer Center. After completing a comprehensive course of chemotherapy, she transitioned to hormone treatments as the cancer persisted. Currently, Julie is under the care of an exceptional team at Massachusetts General Hospital's Dana Farber Cancer Center and is participating in an investigative study. We are delighted to share that recent medical evaluations have revealed no new tumor growth and successful reduction in cancerous sites, reflecting her tremendous resilience and the effectiveness of her ongoing treatment.

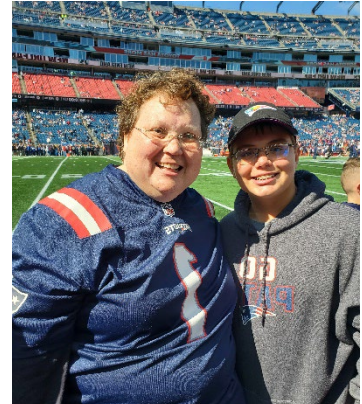


Julie Fry on the field of Gillette Stadium during Patriots Day of Pampering

Throughout her arduous journey, Julie remained steadfastly dedicated to her role at Gentreo. She continued to oversee crucial aspects of the company, including product development,

marketing, partnership onboarding, and operations. Her unwavering commitment to the company has been an inspiration to all who have had the privilege of working alongside her.

Renee Fry, CEO of Gentreo and Julie's sister, expressed her admiration and pride, stating, "Julie is absolutely amazing. Throughout her fight with cancer, she has supported Gentreo and worked tirelessly. Her positive attitude, sheer grit, and ability to fight are nothing short of incredible. All of us at Gentreo are thrilled that Massachusetts General Hospital and the New England Patriots are honoring her."



Julie Fry (L) and her nephew, Liam Fry Hawker (R) on the field of Gillette Stadium celebrating Crucial Catch

Julie's story is a testament to the power of determination and the unwavering support of her family, friends, and colleagues at Gentreo. We look forward to celebrating her strength and resilience as she continues her journey towards recovery.

For more information about Julie's journey, visit her blog, Laughing in the Rain, at www.gentreo.com/laughingintherain or contact Jake Murphy at press@gentreo.com to set up an interview.

About Gentreo:

Gentreo is a leading provider of digital estate planning and eldercare solutions, dedicated to simplifying the legal and practical aspects of aging. With its user-friendly platform, Gentreo empowers individuals and families to protect their legacies and ensure their loved ones receive the care they deserve. For more information, please visit <https://gentreo.com>.

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