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MADESMART® HOUSEWARES DESIGNED A NEW PRODUCT COLLECTION FOR THE 2017 AYA GLOBAL CANCER CONGRESS

28-year-old design company introduces new, innovative products to empower and improve the lives of patients in cancer care hospitals

SAINT PAUL, MN—A vision becomes reality, as the first housewares company to participate and sponsor Teen Cancer America’s Adolescent and Young Adult Global Cancer Congress. Madesmart® founder and CEO, Deveen Joy McNally, collaborates with her designers and team to create organizational products to improve people’s lives. Traditionally a kitchen organization design company, madesmart® reached innovation heights with their expansion into hospital-specific organizational solutions.

McNally says, “We are excited to see where this journey takes us by developing products to help create order for patients’ belongings during a very scary time.” With these new product offerings, she made it her company’s collective goal to alleviate the stressors of short and long-term hospital stays.

Madesmart® designers collaborated with Teen Cancer America and the Angie Fowler's Adolescent and Young Adult Cancer Institute at Rainbow Babies & Children's Hospital and the Seidman Cancer Center to research the needs of adolescent cancer patients. With this research, madesmart® created portable organizers for the IV pole to keep personal items easily accessible and within reach.

The products made their debut at the second AYA Global Cancer Congress in Atlanta, Georgia in early December of 2017. This summit was possible due to partnerships with Teen Cancer America, Teenage Cancer Trust, Canteen, and Critical Mass along with multiple sponsors.

To learn more about the mission of each organization, visit www.ayaglobalcancercongress.com.

ABOUT MADESMART® HOUSEWARES: Madesmart® is a women-owned™, housewares design company based in Saint Paul, Minnesota. In 1990, the founder and CEO, Deveen Joy McNally, set off on a mission to bring ultimate peace and well-being to countless homes with the world's first Junk Drawer Organizer®. Twenty-eight years later, this journey has led her down a road of endless possibilities with over 400 life-changing products on the market.

For more information visit: www.madesmart.com

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