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CAREGIVING BOOK CELEBRATES ONE YEAR IN THE TOP THIRD OF AMAZON BOOK SALES

***A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* Blends Pop Culture and Practical Advice for America’s Sandwich Generation**

NEWPORT BEACH, Calif. (February 12, 2014) – Just one year after debuting on Amazon.com, *A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* (Balboa Press, \$30.99 discounted Amazon price), maintains its popularity selling in the top one-third of all Amazon book sales. Written by Sherri Snelling, a noted national expert on family caregiving, the author attributes the book’s popularity to its tough yet universal topic that showcases caregiving in an entertaining way. The book has been called the “what to expect when caregiving” guide for the Sandwich Generation struggling and juggling its way to better health and wellness while caring for loved ones.

“We are at the tipping point of having more parents and older family members to care for than young children and I’m thrilled my book is helping caregivers prepare to care,” says Snelling. “Pop culture unites us – especially our entertainment sources such as movies, TV and sports celebrities – which is why I used this motif for my book. By reading the celebrity stories, I hope caregivers feel they are not alone and start to identify as caregivers. The reality is we are all in this ‘cast of caregivers’ together.”

Other caregiving and health care experts as well as book reviewers agree praising Snelling’s blend of pop culture and practical advice for the more than 65 million Americans caring for loved ones today. Early reviews of the book included these comments and testimonials:

“These stories capture the essence of the emotional rewards as well as the turmoil that one experiences as a caregiver,” wrote Rosalynn Carter, former First Lady and known as the pioneer of caregiving.

“...a living, breathing, upbeat conversation replete with valuable information, resources and practical advice – no caregiver should be without it!” said Richard Della Penna, M.D. and Alzheimer’s Association national board member.

Sally Abrahms, AARP’s caregiving writer said, “Well-researched, delightfully readable...smart advice...thumbs way up!”

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A CAST OF CAREGIVERS STAYS IN TOP THIRD OF AMAZON'S BOOK SALES

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“Corporate America needs to buy this book to understand the issues facing their workforce and how Sherri Snelling can help them navigate,” said Mary Furlong, PhD., an expert on the baby boom generation and successful internet entrepreneur.

“Snelling’s authoritative debut offers expert advice and relatable celebrity stories for families and friends struggling to balance caregiving with everyday life...a sourcebook like this will likely be reassuring and essential,” wrote Kirkus Reviews.

A Cast of Caregivers offers three distinct sections – the first features the author’s interviews with celebrities including Joan Lunden (*Good Morning America*), Holly Robinson Peete (*21 Jump Street*), Marg Helgenberger (*CSI*), Alana Stewart (friend of Farrah Fawcett), Alan and David Osmond (the Osmond family), Jill Eikenberry and Michael Tucker (*L.A. Law*), and Sylvia Mackey (NFL wife), sharing lessons learned through their caregiving experiences.

The second section is the practical, simple yet expert guidance and information to help readers see the big picture of the caregiving role they face. The final and third section is dedicated to self-care advice and how to have the difficult caregiving conversation with a loved one – a topic on which Snelling is an authority.

Topics range from the Sandwich Generation struggle with juggling children, career and caregiving; senior driving challenges; in-home care and alternative senior housing options and how to avoid what the author calls *The Goldilocks Syndrome*; care transitions from hospital to home to hospice; financial issues such as how to avoid the caregiving cost drain; technology solutions and how to cope with end-of-life wishes. The author also includes several chapters on how to conquer the caregiving traps of increased stress, burn-out, guilt and depression through the Me Time MondaySM program and how to have the difficult C-A-R-E ConversationSM with a loved one.

About the Author – Sherri Snelling

Sherri Snelling, CEO and founder of the Caregiving Club and author of *A Cast of Caregivers - Celebrity Stories to Help You Prepare to Care*, is a nationally recognized expert on America’s 65 million family caregivers with special emphasis on how to help caregivers balance self-care while caring for a loved one. Sherri is a contributor on caregiving for Huffington Post, PBS/Next Avenue, Forbes.com and MariaShriver.com among others. She was recently recognized as one of the Top 10 Influencers on Alzheimer’s by Sharecare, the online health and wellness experts site created by Dr. Mehmet Oz. Sherri is the former Chairman of the National Alliance for Caregiving, the leading caregiving advocacy non-profit organization based in Washington, D.C. For more information visit: caregivingclub.com.

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