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NEW BOOK ON CARING FOR LOVED ONES BLENDS EXPERT ADVICE WITH POP CULTURE

***A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* Shines Spotlight on Life Event Faced by 65 Million Americans**

NEWPORT BEACH, Calif. (February 13, 2013) – When it comes to caring for older parents, an ill spouse, a special needs child or other loved ones, most caregivers navigate blindly not knowing where to turn or how to get help – even those with famous names and faces – according to a new book, *A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* (Balboa Press, division of Hay House Publishers, \$33.99) arriving at booksellers and online retailers today. The author, Sherri Snelling, a noted national expert on family caregiving, shines the spotlight on a dilemma facing our nation: we are at the tipping point of having more parents and older family members to care for than young children and we need better preparation. More than 65 million Americans are caring for loved ones today – a number expected to almost double over the next 20 years as our society faces an increasingly older population with aging baby boomers and longer lifespans for those with chronic diseases and other disorders.

The book 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 “what to expect when you’re caregiving” expert advice and information to help readers see the big picture of the caregiving role they face. The final section is dedicated to self-care advice and how to have the difficult caregiving conversation with a loved one for which Snelling is known.

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

- more -

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. Throughout the book Snelling weaves together pop culture with the latest scientific and medical research data, and valuable resources.

“As my caregiving blog and syndicated articles began to get a lot of attention, I noticed the most-read articles were the ones featuring my celebrity interviews,” reflects Sherri Snelling. “Sharing the challenges and triumphs of celebrities in caregiving roles brings comfort and commonality to our nation’s family caregivers.” Snelling continues, “I also know caregivers are not prepared for this role so I wanted to give them a helpful guide on what to expect. Each caregiving journey is unique but becoming a caregiver is a universal phenomenon as we face the *silver tsunami* of an ever-increasing older society. My book helps the reader understand their caregiving role better and why it’s important to avoid neglecting themselves when they step into the caregiving spotlight.”

Snelling adds she believes pop culture unites us – especially our entertainment sources such as high profile people, movies and TV – and she felt this motif for the book helps address two overwhelming caregiver problems: the feeling they are alone and the need to identify as a caregiver. She hopes by reading the book and the celebrity stories, readers will see we are all in this *cast of caregivers* together.

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 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.

Reaching more than eight million online readers every month, Sherri is a contributing editor and blogger on caregiving for Huffington Post, PBS/Next Avenue, MariaShriver.com, ThirdAge, Alzheimer’s Association, wowOwow, Caring.com, EmpowerHER, Living Better @ 50, Vibrant Nation and others. In addition, she is the executive producer and host of a caregiver self-help reality cable TV program, *Handle With Care*; and creator of the Me Time MondaySM weekly videos in support of the non-profit Healthy Mondays Campaign. Sherri also interviews celebrities about caregiving for Caregiving Club TV at red carpet events such

as galas for the Alzheimer's Association and the Nancy Davis Foundation Race to Erase MS. For more information visit: caregivingclub.com.

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Media Note: To request a copy of the book for review or to interview the author Sherri Snelling, please contact Sara Neumann at (202) 414-0788 or sneumann@susandavis.com. You can read advance reviews of the book at: <http://www.caregivingclub.com/book-buzz/>

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