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LIFECARE TAPS CAREGIVING CLUB CEO TO HOST MONTHLY EDUCATIONAL WEBINAR SERIES FOR NATION'S CAREGIVING EMPLOYEES

***More Americans are juggling children, career and caring for older parents;
Webinars provide information, tips, resources to the 7 out of 10 family caregivers who are employed***

NEWPORT BEACH, Calif. (May 8, 2013) – Two top leaders in their fields – LifeCare, an employer work-life benefits and services provider, and Sherri Snelling, CEO of the Caregiving Club and family caregiving expert – have joined together for monthly educational Webinars for employees who are also among the nation's 65 million family caregivers. More than 15 percent of the U.S. workforce is struggling to care for an older parent, or other ailing loved one while maintaining their productivity on the job and their own health and wellness. The *Caregiver's Network* Webinars are provided free of charge to LifeCare's 61,000 corporate clients representing 51 million employees across the country who will have access to the educational series – either during the live monthly broadcast or archived for future viewing.

The Webinar series will kick off this month and will be hosted by Snelling, an author and recognized national expert in family caregiving who also writes for the *Huffington Post*, *PBS/Next Avenue*, *MORE* and the Alzheimer's Association. Webinar topics will include: How to have the caregiving conversation with older loved ones; how to plan for senior driving retirement and alternative transportation; how to achieve caregiver wellness while juggling children+career+caregiving; how to avoid the caregiving financial cost drain; how to find good in-home care; how to assess the best senior living options for a loved one; how to manage caregiving long-distance; etc.

"Employers across the country are realizing the shifting sands in their workforce where the focus is evolving from child care support to elder care support," says Janet Beers, director of interactive media for LifeCare. "The next 20 years will see more parents needing care than children and LifeCare understands this shift for employees. By working with caregiving expert Sherri Snelling, together we offer the information and support for employers wanting to inform and support their caregiving employees."

"The bulk of our nation's workforce is either Gen X or baby boomers – two groups who represent 75 percent of the current Sandwich Generation caregivers struggling to balance family life, which now includes caring for children and older parents, while also maintaining a career," says Sherri Snelling, CEO of Caregiving Club. "I applaud LifeCare for understanding the importance of educating working caregivers and I'm thrilled to work with them to host the *Caregiver's Network* Webinars which will achieve two goals: 1. Providing the latest resource information and guidance for caregivers; and 2. Helping caregivers balance self-care while caregiving – the biggest challenge they face."

About LifeCare

LifeCare is an employee benefit paid for by 61,000 corporations, many of which are Fortune 500 companies and large branches of the federal government. LifeCare services are provided through corporations to 51 million employees nationwide to help with their most important life needs including senior care, child care, legal, financial and wellness. LifeCare also operates Lifemart, one of the largest member discount shopping portals on the web with links to more than 4 million discounts. Currently, 1.5 million registered members shop for products and services including senior and caregiving-related items. Learn more at: lifecare.com.

About Sherri Snelling, CEO - Caregiving Club

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 honored as one of the Top 10 Influencers on Alzheimer's by Sharecare, the online health and wellness experts site created by Dr. Mehmet Oz. She is a caregiving contributor reaching 15 million readers monthly through the *Huffington Post*, *PBS/Next Avenue*, *MariaShriver.com*, *MORE.com*, *ThirdAge*, *Alzheimer's Association* and *Caring.com*. She is also a TV producer, program host and celebrity interviewer at red carpet galas, creator of the Me Time MondaySM weekly videos in support of the non-profit Healthy Mondays Campaign and the former Chairman of the National Alliance for Caregiving, the leading caregiving advocacy non-profit organization based in Washington, D.C. Follow on Twitter: @SherriSnelling and @CaregivingClub and learn more at caregivingclub.com.

Note to employers: To find out more about LifeCare services, Lifemart and the *Caregiver's Network* Webinars, contact lifecare.com.

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