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**A NEW APP HELPS CAREGIVERS FIND THEIR ZEN ZONE
CAREGIVING CLUB JOINS CRANIUM CRUNCHES IN MOBILE RELAXATION FOR STRESSED OUT CAREGIVERS**

NEWPORT BEACH and SAN DIEGO, CA (August 15, 2013) – In celebration of National Relaxation Day today, [Caregiving Club](#) has joined [Cranium Crunches](#) to offer a new smartphone app designed to help the nation’s 65 million family caregivers find stress relief on their way to better health and wellness. The new mobile app, RELAX, developed by Cranium Crunchers, is available for most smartphones and tablets including Google Play, Amazon Kindle, Barnes & Noble Nook, Android and other Windows 8 handheld mobile devices and later this month for Apple iOS for iPhone and iPad. The app will be offered for free with a .99 cents version available without advertising included. Caregiving Club, a corporate consulting and content creator service dedicated to helping caregivers with self-care tips and techniques, will promote the app on its Web site and through social media channels.

“In a caregiver health risks study, the difficulty managing stress was the No. 1 challenge for caregivers and over time becomes a slippery slope of declining health,” says Sherri Snelling, CEO of Caregiving Club. “When Cranium Crunches reached out to us about creating a special caregiver app, we found their concept for RELAX a perfect way for caregivers to find their Zen zone using it as a complement to our Me Time MondaySM program, a core part of our mission and message to help guide caregivers to better health and wellness.”

“Most of us know we should exercise our bodies for better health but that is only one-half of the health and wellness equation – brain fitness is equally important,” says Ruth Curran, founder of Cranium Crunches. “When caregivers are challenged by stress, brain games that aid relaxation can be the prescription needed, especially for the 15 million caregivers of those with dementia and Alzheimer’s disease who report higher stress levels than most other caregivers.”

There are four main areas for the RELAX app:

1. Guided Relaxation – Includes 3-8 minute individual image slideshows on breathing, full body relaxation with choice of journeys: to a forest, to the ocean or to your personal peaceful place. Caregivers control how long they want to relax and can record their 1-10 relaxation score in the app’s personal journal. Future updates include a meditation section developed in collaboration with the Alzheimer’s Research and Prevention Foundation.

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CAREGIVING CLUB JOINS CRANIUM CRUNCHES TO PROMOTE CAREGIVER STRESS RELIEF APP 2-2-2-2

2. Yoga – Two 3-minute videos using yoga poses to stretch and help caregivers get blood to the brain.
3. Journal – A place where caregivers can record personal notes and scores to track progress. Future updates will include the caregiver’s ability to record and share personal guided relaxation and meditative practices creating a user-generated library for relaxation tips.
4. Learn – Learning cards with information about stress and the brain. This section will also offer a podcast in future updates.

Snelling, author of [*A Cast of Caregivers – Celebrities Stories to Help You Prepare to Care*](#), writes about caregiver stress relief for Huff Post 50, PBS NextAvenue.org, Forbes.com and the Examiner.com among others. She cites the following issues with caregiver stress:

- A Commonwealth Fund study found ongoing stress contributed to caregivers being twice as likely as the general public to develop chronic illness earlier in life.
- Another study found ongoing high levels of stress can cause caregivers to age more rapidly – among special needs children caregivers, these mothers appeared 9-17 years older than their biological age.
- Middle-age stress has been linked as a predictive factor in developing Alzheimer’s disease in later life.
- A National Alliance for Caregiving study found stress leads 10 percent of caregivers to adopt or return to bad habits such as misusing alcohol, prescription drugs or sleep aids to cope.
- Stress is a major factor in insomnia – something 38 percent of caregivers in health decline reported. Lack of restorative sleep can cause weight gain, obesity and diabetes by disrupting metabolism.

About Caregiving Club

Sherri Snelling, CEO and founder of the Caregiving Club and author of [*A Cast of Caregivers – Celebrities 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 has been 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, Caregiver’s Network Webinar host for Lifecare’s 61,000 employer clients and the former Chairman of the National Alliance for Caregiving based in Washington, D.C.

Follow on Twitter: @SherriSnelling and @CaregivingClub and learn more at: caregivingclub.com

About Cranium Crunches

Cranium Crunches was founded in 2011 by Ruth Curran a survivor of a life-changing car accident eight years ago that left her with traumatic brain injury (TBI). After 18 months of fighting to regain her cognitive functioning, Curran eventually earned a Master’s degree in cognitive psychology as part of her rehabilitation. As she witnessed the cognitive decline of her parents, a father with Parkinson’s related dementia and her mother from the effects of brain chemo; Ruth saw firsthand the therapeutic effect for her parents of “Find the Difference” puzzles in *Life* magazine. This led to her creation of Cranium Crunches, an online brain training site that helps players work on cognitive abilities like attention, memory and executive functioning. With six games in categories such as Scrambles, Memory Match, Find the Difference, and Matches, Cranium Crunch headquartered in San Diego, Calif. has users worldwide.

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