



FOR IMMEDIATE RELEASE

For more information, contact:

Sherri Snelling

949-887-1903

sherri@caregivingclub.com

**CALLING ALL CAREGIVERS – HANDLE WITH CARE TV PROGRAM PREMIERES ON RLTV;
FEATURES CHALLENGES AND SOLUTIONS FOR FAMILY CAREGIVERS**

NEWPORT BEACH, CA (June 6, 2011) – In a nation where 44 million Americans are caring for a loved one over the age of 50, there has never been a TV program dedicated to showcasing their stories and providing expert solutions – until now. On June 9, **Handle with Care**, produced by the Caregiving Club, will premiere on RLTV, the only cable network dedicated to serving generation 50+.

The 30-minute program, created, produced and hosted by Sherri Snelling, CEO of the Caregiving Club, presents the challenges facing family caregivers and introduces experts in the areas of health and wellness, technology and financial planning to showcase the solutions. **Handle with Care** weaves together elements of “reality TV” showcasing real-life caregivers and families with the expert advice and self-help information to guide family caregivers through an often fragmented and unknown world of providing care. Additional information, tips and resource links relating to each show can be found on the Caregiving Club Web site.

The June 9 show focuses on technology and the benefits of staying connected for older adults that also brings peace of mind to family caregivers. Featuring Debi, the caregiver for her father-in-law Tony, an 85-year-old veteran of World War II and a hero from the Battle of the Bulge, they explore a wonderful inter-generational computer training program using a touch-screen computer called Telikin. In addition, Caregiving Club technology expert, Robin Raskin, a journalist and founder of Living in Digital Times, helps guide Debi and Tony to a Jitterbug phone with larger buttons and numbers for older eyes and hands, that also has medication reminders and a live nurse service through provider, Great Call. And, she previews a computer-less printer from Hewlett-Packard that can send and receive emails, surf the Internet and print photos and other information all via a small touch screen function becoming a digital “mailbox” that is easy for caregivers and older adults to use.

- more -

HANDLE WITH CARE PREMIERES ON RLTV

2-2-2-2-2

“Our mission with **Handle with Care** is to increase awareness of a life stage that most of us will face – becoming a family caregiver – and to showcase the solutions that are often hard to find,” says Sherri Snelling, CEO of Caregiving Club. “By guiding caregivers to expert advice, we are also helping them to balance caring for themselves while caring for their loved one. We are thrilled to debut our show on RLTV, a network that truly understands how to thoughtfully reach our core audience of baby boomers and seniors.”

“Our programming is dedicated to providing information, entertainment and news that enhance the lifestyles of Americans over the age of 50,” says Elliott Jacobson, senior vice president of programming and production for RLTV. “We know that caregiving issues are important to our audience which is why we are excited to add **Handle with Care** to our programming alongside other special programs we have produced on this topic including **Taking Care with Joan Lunden**.”

Handle with Care will premiere on Thursday, June 9 at 8pm ET on RLTV, which is seen in 14 million Comcast households and through Verizon Fios nationwide. Encore broadcasts will appear throughout the summer. Check rl.tv for local listings and times. Additional information presented in the show can be found on www.caregivingclub.com.

About Caregiving Club, Inc.

Founded in 2011 by Sherri Snelling, former chairman of the National Alliance for Caregiving and senior director at UnitedHealthcare, Caregiving Club provides consulting services to companies large and small and creates content for a variety of media outlets. **Handle with Care** is the first TV series produced by Caregiving Club Productions. Weekly videos, Me Time Monday Tips, are created on a variety of caregiving topics to support the Healthy Mondays Campaign, a national movement encouraging Americans to adopt healthier habits on Mondays based on research from Johns Hopkins University. In addition, Snelling’s blog for a variety of online sites reaches over five million women age 45+ each month. Find more information at: www.caregivingclub.com

#