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**CAREGIVING CLUB CELEBRATES SANDWICH GENERATION MONTH
WITH ME TIME MONDAYSM VIDEOS IN SUPPORT OF NATIONAL CAREGIVERS' MONDAY CAMPAIGN**

NEWPORT BEACH, CA (July 4, 2012) – The Caregiving Club celebrates Sandwich Generation Month this July by highlighting its weekly video series, the **Me Time MondaySM** videos and tips, in support of the Caregivers' Monday Campaign, the most recent effort from the non-profit Monday Campaigns. Caregivers' Monday is part of a national movement to help Americans start and sustain the lifestyle behaviors that can end chronic preventable disease.

The weekly 60- to 90-second **Me Time Monday** videos feature topics such as heart health, the warning signs of Alzheimer's disease, the importance of staying connected, the best super foods for good nutrition, senior driving safety tips, how to de-stress and how to find your happiness factor. All tips are hosted by Caregiving Club CEO, Sherri Snelling, to address the nation's 65 million family caregivers who are providing care to a loved one who is aging, battling a chronic illness or living with a disability. The video tips can be seen at www.caregivingclub.com in addition to a syndicate of other Web sites dedicated to supporting caregivers. Each video has an accompanying tip sheet that offers more information on the topic and important resource links.

"Sandwich Generation" is defined as those Americans caring for an aging parent or other older loved one while simultaneously caring for their own children – thus, "sandwiched" between older and younger generations needing care. In the United States, Sandwich Generation Month is held annually during July to commemorate and celebrate the dedication, patience and caring of these caregivers.

According to the National Alliance for Caregiving, there are more than 24 million Americans who represent the Sandwich Generation today – a number that will increase as our society faces the silver tsunami of a growing older population. A Pew Research Center report showed that just over one of every eight Americans aged 40 to 60 is both raising a child and caring for a parent.

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CAREGIVING CLUB SUPPORTS HEALTHY MONDAYS CAREGIVERS CAMPAIGN EFFORT
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The **Me Time Monday** videos and tips are part of the awareness and education effort that underscores Caregiving Club's mission to help caregivers balance self-care while caring for a loved one. A study from the Commonwealth Fund shows that family caregivers are twice as likely as the general population to develop multiple chronic illnesses earlier in life, partially linked to the prolonged stress that can be common when you are a caregiver.

The Monday Campaigns is a non-profit public health initiative started in 2005 in association with Columbia Mailman School of Public Health, Johns Hopkins Bloomberg School of Public Health and Syracuse Newhouse School of Public Communications. The "healthy Monday" concept is based on research by Johns Hopkins showing that Monday has special significance as the beginning of the week – a critical unit of time when planning our lives. The research indicates that more people are likely to start and stick to a new plan on Monday rather than any other day of the week – whether it's beginning a new diet, ceasing to smoke, scheduling doctor appointments or starting a new exercise regime.

"By creating a new minute-long video tip every Monday to help caregivers focus on their self-care – what we are calling the **Me Time Monday** video tips – the Caregiving Club becomes part of a larger effort to help caregivers adopt healthy habits," says Sherri Snelling, CEO of the Caregiving Club. "It is not always easy to balance caring for yourself when you are a caregiver, but our society and health care system rely on the invaluable service caregivers provide. It is our obligation to help them and support these 'first responders' in the caring of an aging American society."

"Day in and day out, millions of caregivers give so much of themselves caring for their loved ones that they often neglect their own health and well-being. Caregivers' Monday encourages them to use that first day of each hectic week as their recharge day, to refocus on their own condition to better serve their dependent parent, child or spouse. Caregivers will find the latest tips, ideas and resources on our Web site at www.caregiversmonday.org to start each week with help to manage personal stress and provide practical support they can use," said Sid Lerner, Founder & Chairman, The Monday Campaigns.

About Caregiving Club

Caregiving Club, started by Sherri Snelling in 2011, provides consulting services to companies large and small and creates content for a variety of media outlets. Snelling, former chairman of the National Alliance for Caregiving, has a blog featured on ThirdAge, Huffington Post 50, Next Avenue, EmpowerHER and Vibrant Nation, that reaches over eight million women age 45+ each month.

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