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## **CAREGIVING CLUB CEO, SHERRI SNELLING, JOINS SPEAKERS BUREAU, EXPANDS BLOG SYNDICATE**

NEWPORT BEACH, CA (June 18, 2012) – The Caregiving Club’s CEO, Sherri Snelling, is being tapped for her national caregiving expertise by signing with the leading American Speakers Bureau (APB) and expanding her blog syndication to a prestigious network of online sites that provide information to Baby Boomers, women and family caregivers.

### **Joins Prestigious Speakers Bureau**

Sherri recently signed on with the American Program Bureau (APB), one of the leading agencies for national experts. APB represents many high-profile speakers including Sir Richard Branson, Mikhail Gorbachev, Diane Keaton, Michael Douglas, former President Jimmy Carter and Ellen DeGeneres. Snelling is listed as one of only a handful of caregiving experts, alongside author Gail Sheehy, journalist turned healthy living expert Joan Lunden, actor Rob Lowe and journalist Lee Woodruff. Sherri has spoken at recent conferences for the American Society on Aging, Boomer Summit, American Advertising Federation, American Psychological Association and caregiving educational Webinars for Lotsa Helping Hands, an online site where caregivers create private communities to organize volunteer help with more than three million tasks posted to provide respite for caregivers.

While her expertise is on all aspects of family caregiving, Sherri also speaks on the issues facing women 45+ and on corporate social responsibility topics for B2B conferences. Her upcoming appearances will be at the 2012 Silicon Valley Boomer Venture Summit conference produced by Mary Furlong & Associates on June 20 at Santa Clara University moderating a panel on “How to Raise Money for Your Non-Profit Through Partnerships.”

### **Bringing Awareness to Family Caregivers Through Expanded Blog Syndicate**

Sherri was recently signed by two new online sites expanding her blog syndicate reach to more than eight million boomers and women every month. She recently started writing for Next Avenue, a new online site with a companion TV program created by Twin Cities Public Television and American Public Television (PBS). Her recent articles have been a Father’s Day feature on Alan and David Osmond living with multiple sclerosis, the latest technology to help caregivers, what corporate America needs to do to support working caregivers, how to have the conversation on end of life wishes and how to find a financial gerontologist to plan a caregiving future.

In addition, Sherri will be contributing articles to EmpowerHER, an award-winning social health company for women. It is the largest online community site where women discuss health and wellness issues and solutions. Sherri’s articles on caregiving focus on how caregivers can find the balance between caring for themselves while they are caring for a loved one.

Sherri has been a contributing blogger and writer to ThirdAge, the largest boomer woman site on the web where her celebrity caregiver interviews from her upcoming book are being excerpted and shared with Huffington Post 50 and Yahoo Shine. Sherri is also the caregiving blogger for the Alzheimer’s Association, where her articles on music therapy and the NFL 88 Plan inspiration Sylvia Mackey received more than 900 “Likes” on the Alzheimer’s Facebook page and numerous comments from readers. In addition, she writes for wowOwow, Vibrant Nation, Living Better @50 and contributes article to More.com.

SHERRI SNELLING TAPPED AS SPEAKER AND WRITER ON FAMILY CAREGIVING

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**About Caregiving Club Inc.**

Founded in 2011 by Sherri Snelling, former chairman of the National Alliance for Caregiving and previously senior director for family caregiving initiatives at UnitedHealthcare, Caregiving Club provides consulting services to companies large and small and creates content to help caregivers learn how to balance self-care while caregiving.

Caregiving Club content includes the **Me Time Monday** video series in support of the non-profit Healthy Monday campaigns, the cable TV series, **Handle with Care**, **educational Webinars** with partners such as Lotsa Helping Hands. Caregiving Club also conducts **celebrity interviews on the red carpet** about celebrities own health challenges or about being a caregiver to a loved one. Recent celebrity interviews at the Alzheimer's Association *A Night At Sardi's* event and the Nancy Davis Foundation for MS *Race to Erase MS* event can be seen on the [Caregiving Club YouTube channel](#). Sherri's book on celebrities who have been caregivers will be published in early 2013 by Balboa Press, an imprint of Hay House Publishers. Find more information at: [www.caregivingclub.com](http://www.caregivingclub.com)

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