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CAREGIVING CLUB CEO, SHERRI SNELLING, PUTS THE SPOTLIGHT ON CAREGIVERS

Speaking At National Conferences on Aging and Boomers, Interviewing Celebrities on Alzheimer's Red Carpet

NEWPORT BEACH, CA (March 12, 2012) – The Caregiving Club's CEO, Sherri Snelling, is helping to raise awareness for the nation's 65 million family caregivers this month through speaking engagements and interviews with celebrities who have cared for loved ones with Alzheimer's disease.

Speaking in the Nation's Capital

Two annual conferences convene in the nation's capital focused on thought leadership in aging and the influential Baby Boomers market segment. The American Society on Aging's (ASA) annual Aging in America conference will be held March 28 through April 1 in Washington, D.C. The Ninth Annual What's Next Boomer Summit, produced by Mary Furlong & Associates (MFA), is the premier gathering on March 28 of public and private organizations, business leaders, media and other thought leaders focused on the issues facing the nation's 78 million Baby Boomers as they age.

Snelling will moderate an analyst session at the Boomer Summit, *Health, Housing and Caregiving Economic Trends*, with panelists Steve French, managing partner of Natural Marketing Institute (NMI), Sharon Dworkin Bell, senior vice president of the National Association of Home Builders (NAHB) and Gail Hunt, CEO and president of the National Alliance for Caregiving (NAC).

During ASA, Snelling will participate on two panels and co-present a boot camp event for non-profit organizations. The first panel, *Re-Assembly Required: Why Midlife Boomer Women Must Rewrite Their Life Assumptions* includes fellow panelists: Myrna Blyth, editor of ThirdAge.com, the largest boomer women's Web site; Cindy Hounsel, CEO of The Women's Institute for a Secure Retirement (WISER); and Suzanne Gerber, editor for NextAvenue.org, a new Boomer Web site from Twin Cities Public TV and American Public TV. The second panel, *Staying Connected in a Digital World: Prescription for a Long and Happy Life*, focuses on technology's role in helping older Americans avoid isolation and stay connected giving their caregivers peace of mind and opportunities to find volunteer help. Co-panelists include: Neal Cutler, Ph.D., executive director for the Center on Aging of the Motion Picture & TV Fund (MPTF), Jean Coppola, Ph.D., associate professor for the Seidenberg School at Pace University in New York and Brooks Kenny, chief marketing officer for Lotsa Helping Hands. Snelling will also co-present at an educational Boot Camp: *How to Raise Money for Your Non-Profit Organization Through Partnerships* alongside Mary Furlong, Ed.D., author and president/CEO of MFA; Jeff Maltz, CEO of SilverRide; Shannon Ingram, senior marketing officer for Facetime Strategy and Brooks Kenny, chief marketing officer of Lotsa Helping Hands.

Stepping Out with the Stars on the Alzheimer's Red Carpet

As caregiving blogger for the Alzheimer's Association, Snelling will be on the red carpet conducting video interviews as celebrities and other supporters turn out for the annual musical revue and awards dinner in Beverly Hills, *A Night At Sardi's*. More than 1,000 prominent political and entertainment industry leaders and celebrities will gather on March 21 to recognize the advances in the fight against Alzheimer's – a disease that impacts more than five million Americans and millions more of their family caregivers.

Celebrities scheduled to attend include: cast of TV's *The Big Bang Theory*, film and TV stars Alfre Woodard (*Memphis Beat*, *Grey's Anatomy*, *True Blood*), Kristen Bell (*House of Lie\$*), Taye Diggs (*Private Practice*), Sean Hayes (Emmy-winning *Will & Grace* and Tony-nominated actor), Wayne Brady (Broadway, TV star), Beth Behrs (*2 Broke Girls*), David Hyde Pierce (Emmy-winning *Frasier* and Broadway star), Peter Gallagher (*Covert Affairs*), Josh Radnor (*How I Met Your Mother*) and more.

Snelling's recent blogs for the Alzheimer's Association include recent interviews and articles on Sylvia Mackey, wife of NFL Hall of Fame tight end Baltimore Colt John Mackey, and Glen Campbell and the power of music therapy in helping Alzheimer's patients. Snelling is writing a book on celebrities who have been family caregivers for a spouse, a parent or a child with special needs.

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 balance self-care while caregiving. 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. In addition, Snelling's blog reaches more than eight million women age 40+ each month through a syndicate that includes the Alzheimer's Association, ThirdAge, Huffington Post, wowOwow, Next Avenue, Vibrant Nation and other outlets targeting Boomer women. Find more information at:

www.caregivingclub.com

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