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**CAREGIVING CLUB CELEBRATES SANDWICH GENERATION MONTH THIS JULY
BY SUPPORTING CAREGIVERS' MONDAY – THE LATEST HEALTHY MONDAY CAMPAIGN EFFORT**

NEWPORT BEACH, CA (July 13, 2011) – The Caregiving Club celebrates Sandwich Generation Month this July by highlighting its weekly video series, the **Me Time Monday**[™] videos and tips, in support of the newly launched Caregivers' Monday Campaign – the most recent effort from the non-profit Monday Campaigns, 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 and finding your happiness factor. All tips, hosted by Caregiving Club CEO, Sherri Snelling, and featuring other Caregiving Club experts, 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 on [Caregiving Club's web site](#), the [Caregiving Club YouTube channel](#) and the [Caregiving Club Facebook page](#). In addition, the **Me Time Monday** videos are distributed 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. According to the Pew Research Center just over one of every eight

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Americans aged 40 to 60 is both raising a child and caring for a parent. In addition, between seven to 10 million adults care for their aging parents long distance. U.S. Census Bureau statistics indicate that the number of older Americans aged 65 or older will double by the year 2030, to more than 70 million.

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. In addition, a National Alliance for Caregiving study about the health risks caregivers face showed that stress is the caregiver's Number One health issue and that 91 percent of these "caregivers in decline" report suffering from depression.

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," said 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 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.

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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. The **Me Time Monday** video series is part of the caregiving content created by Caregiving Club that includes the cable TV series, ***Handle with Care***, and educational Webinars with partners such as Lotsa Helping Hands. 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

The Monday Campaigns

The Monday Campaigns is a national movement backed by leading public health schools that dedicates the first day of every week to health. Every Monday, individuals and organizations join together to commit to healthy behaviors that help end chronic preventable diseases. Why Monday? It's the January of the week, the perfect time for a fresh start. People are more likely to begin exercising, start a diet or quit smoking on Monday than any other day. It's a call to action built into every calendar – offering 52 chances a year to live a longer, healthier life! Find more information at: www.caregiversmonday.org

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