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**TWO SHARECARE ALZHEIMER'S EXPERTS JOIN FORCES TO CELEBRATE NATIONAL CAREGIVER MONTH**

*Listen in to Special "Let's Talk Tuesdays" Caregiver Series During November on Alzheimer's Speaks Talk Radio*

NEWPORT BEACH, CA and MINNEAPOLIS (October 30, 2013) – Two of the Top 10 most influential online experts on Alzheimer's disease according to ShareCare – the health and wellness experts site launched by Dr. Oz – Lori La Bey (#1) of [Alzheimer's Speaks](#) and Sherri Snelling (#4) of [Caregiving Club](#) announced today a joint project in November to celebrate National Caregiver Month and National Alzheimer's Awareness Month.

The "Let's Talk Tuesdays" series of caregiving radio programs on La Bey's [Alzheimer's Speaks blog talk radio channel](#) features both ShareCare experts interviewing other thought leaders on caregiving topics to help empower, enlighten and engage the nation's 65 million family caregivers. In addition to La Bey discussing the growing trend in Memory Cafes and Snelling talking about the tipping points and health risks caregivers face, the hosts have selected a line-up of experts ranging in topics from technology to volunteerism to entertainment and education programs.

The programs will air live every Tuesday in November from 10 a.m. to Noon CT and features: Eric Hall, Chairman of the Board of the newly launched Alzheimer's Global Initiative; Brooks Kenny of Lotsa Helping Hands will talk about volunteering to help caregivers; Cathie Borrie, author of *The Long Hello*, will talk about adapting her memoir for the stage; Daniel and Ellen Potts will talk about the first middle school language arts curriculum for Alzheimer's awareness Let Me Be Your Memory; Gary Kaye, founder of IntheBoomBox.TV will talk on caregiving technology; Stephen Johnston of the GENERator program and Walter Greenleaf Stanford Center on Longevity will discuss a global student design challenge to help early-stage dementia sufferers with safety and independence; Karen Love CCAL will discuss Advancing Person Center Living & Dementia Action Alliance on Building Alliances for Person-Centered Care; and Ruth Curran creator of Cranium Crunches will discuss brain games and smartphone apps to help caregivers engage with loved ones and learn to relax. Check the host web sites for detailed guest information.

"Caregivers often say they feel all alone which is why Lori and I teamed up for this special effort on her talk radio program to encourage caregivers, especially the 15 million Americans caring for a loved one with Alzheimer's disease, to call in and talk to us as well as learn from other experts about resources and services to help them and to know they are not alone," says Sherri Snelling, founder and CEO of Caregiving Club and author of [A Cast of Caregivers – Celebrities Stories to Help You Prepare to Care](#). "Part of our role as ShareCare experts is providing guidance and advice to

caregivers who don't know where to turn. My personal mission is to help caregivers navigate caring for their loved one while also finding time to care for themselves – what I call the Sandwich Generation juggling act.”

“My goal is to shift the dementia care culture worldwide, from crisis to comfort, by giving a voice to all which is why this November we're going to highlight caregiver challenges *and* solutions,” says Lori La Bey, founder of Alzheimer's Speaks. “If we can help even one person with dementia or those caring for others as a result of these radio shows and help change how dementia care is perceived, received and delivered, then we'll start the spark that will ignite a huge difference caregiver's lives.”

### **About Caregiving Club**

Sherri Snelling, CEO and founder of the Caregiving Club and author of [\*A Cast of Caregivers – Celebrities Stories to Help You Prepare to Care\*](#), is a nationally recognized expert on America's 65 million family caregivers with special emphasis on how to help caregivers balance self-care while caring for a loved one. Sherri has been honored as one of the Top 10 Influencers on Alzheimer's by Sharecare, the online health and wellness experts site created by Dr. Mehmet Oz. She is a caregiving contributor reaching 15 million readers monthly through the *Huffington Post*, *Forbes.com*, *PBS/Next Avenue*, *MariaShriver.com*, *MORE.com*, *Alzheimer's Association and Caring.com*. She is also a TV producer, program host and celebrity interviewer at red carpet galas, creator of the Me Time Monday<sup>SM</sup> weekly videos in support of the non-profit Healthy Mondays Campaign, Caregiver's Network Webinar host for Lifecare's 61,000 employer clients and the former Chairman of the National Alliance for Caregiving based in Washington, D.C. Sherri has been a caregiver for her maternal grandparents and recently for her father who passed away from prostate cancer.

Follow on Twitter: @SherriSnelling and @CaregivingClub and learn more at: [caregivingclub.com](http://caregivingclub.com)

### **About Alzheimer's Speaks**

Lori La Bey is founder of Alzheimer's Speaks, a U.S.- based advocacy group that provides education and support for those dealing with Alzheimer's disease and dementia. She was named the #1 Influencer online for Alzheimer's by Sharecare with Dr. Oz in November of 2012. Her training programs are designed for people with memory loss, care partners, professionals and the public. She is a highly sought after speaker, trainer, and advocate for new delivery systems and attitudes towards those with memory loss. Her mission is to deliver programs such as her Dementia Chats Webinar™, platforms and collaborations such as Memory Cafes and Dementia Friendly Campaigns to the US. Along with the newly launched Resource Directory which allows the world to share knowledge in an easy to use format. In addition to her radio show, Lori has been a contributing author in four books and is currently working on two books. Lori is a long-time caregiver for her mother who has Alzheimer's disease and has also been a caregiver for her father.

Follow on Twitter at: @AlzSpks and learn more at: [www.alzheimersspeaks.com](http://www.alzheimersspeaks.com)

### **About ShareCare**

Sharecare, created by Dr. Mehmet Oz and Jeff Arnold, is the online destination for content contributors including the most prestigious associations, leading brands, eminent hospitals and significant healthcare organizations and professional societies that represent the world's foremost medical expertise. From the American Red Cross to Colgate to Johns Hopkins Medicine to the National Academy of Sports Medicine, Sharecare.com is bringing together diversity in thought leadership from the top minds in the healthcare field to provide consumers with multiple perspectives within a single web site dedicated to improving health. SharecareNow, a partnership of Sharecare and powered by WCG, is dedicated to facilitating more meaningful online conversations about health and wellness among patients, physicians, brands and associated healthcare organizations and professionals. They have identified the Top 10 influencers on a variety of topics including Depression, Diabetes, Heart Disease, Nutrition, Eye Health, Breast Cancer and Children's Health. In 2012 they added influencers for Alzheimer's disease. Learn more at: [sharecare.com](http://sharecare.com)