

**Press Release Template A for Use by Coalitions Conducting CAD in November**

**Coalition's  
Caregiving  
Awareness  
Coalition Logo if  
Available**

# News

## **XYZCity to Celebrate Caregiving Awareness Day November \_\_\_\_**

-- Activities will recognize hundreds of family caregivers in our community who care for family members, friends and other citizens --

**XYZCity – November \_\_, 2007** -- November is National Family Caregiver Month. XYCCity will celebrate with a Caregiving Awareness Day on November \_\_\_\_ to recognize the many people in our community who give of themselves as family caregivers to help care for family members, friends and others. The event is also designed to get more people in our community involved in caregiving and to highlight the importance of long-term care.

### **Alternative lead, using specific news hook:**

**XYZCity – November \_\_, 2007** -- The mayor of XYZCity (or use some other news hook) has declared November \_\_ to be “Caregiving Awareness Day” in \_\_\_\_\_ to recognize the hundreds of people in our community who give of themselves as family caregivers to help care for family members, friends and others. The event is also designed to get more people in our community involved in caregiving and to highlight the importance of long-term care.

XYZCity is an active caregiving community – more than \_\_ family caregivers put in \_\_ hours per year/month to help family members and friends by preparing meals, providing transportation, managing finances, dressing, bathing and other activities. The NAME OF COALITION was begun in YEAR and includes \_\_ members.

Caregiving Awareness Day activities in XYZCity will include: (List the 3-4 activities that other members of the community can participate in to help them meet coalition members and get experience helping others as part of the caregiving community).

“People in our community give thousands of hours of their time, their emotional support and kindness to their fellow citizens who need it the most,” said NAME, TITLE. “Caregiving Awareness Day will put a spotlight on the huge difference these family caregivers make in

our community. We want to encourage others to follow their example and take some time during the year to help in any way they can.”

America’s 50 million family caregivers – family and friends -- provide an estimated \$306 billion in annual value to the economy. They are present in about 30 million households. On average, caregivers provide 21 hours of care per week. One in five family caregivers provides more than 40 hours per week of care.

XYC Coalition is participating in the Building Sustainable Caregiving Coalitions and a National Network Through Outreach and Technical Assistance Project administered by the National Alliance for Caregiving ([www.caregiving.org](http://www.caregiving.org)) and funded with support from the Retirement Research Foundation ([www.rrf.org](http://www.rrf.org)) and the Jacob and Valeria Langeloth Foundation ([www.langeloth.org](http://www.langeloth.org)).

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