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## **MEDIA ADVISORY: MARCH 12, 2014**

### **FAMILY CAREGIVING ADVOCATES TO DISCUSS NEW TECHNOLOGIES, PAID FAMILY LEAVE, AND GRASSROOTS ADVOCACY INITIATIVES AT NATIONAL CONFERENCE**

- WHO:** The National Alliance for Caregiving will convene nearly 100 family caregivers, caregiving advocates, and aging professionals from across the United States to discuss grassroots advocacy and coalition building. Speakers and notable attendees include:
- Gail Hunt, President/CEO, National Alliance for Caregiving
  - The Honorable Hannah-Beth Jackson (D-Santa Barbara), California State Senate
  - Brian Duke, MBA, MBE, Secretary of Aging, Pennsylvania
  - John Schall, MPP, CEO, Caregiver Action Network
  - Marcus Grindstaff, VP of International Markets, Intel-GE Care Innovations™
  - Andy Cohen, MBA, Co-Founder/CEO, Caring.com
  - Thomas Edes, MD, MS, Director of Geriatrics and Extended Care for Clinical Operations, Department of Veterans Affairs
  - Family Caregiving coalitions and agencies, including: Caregiver Coalition of San Diego, Southern Caregiver Resource Center, New Mexico Direct Caregivers Coalition, Arizona Caregivers Coalition
  - Scholarship winners from across the U.S., including: Arizona, California (Burbank and Claremont), Florida, Wisconsin, Tennessee, Hawaii, New Jersey, Nevada
- WHAT:** Advocating for Caregiving: 8<sup>th</sup> Annual National Conference of Caregiving Coalitions
- WHEN:** March 12, 2014 from 7:30 am – 1:30 pm
- WHERE:** Manchester Grand Hyatt Hotel, 1 Market Place, San Diego, CA  
Room: Seaport A, Seaport Tower Second Floor
- ABOUT:** Sessions will include:
- 8am: Engaging Family Caregivers in Education & Advocacy
  - 9am: The Rise of the “eCaregiver”: How Technologies Can Support Family Caregiving
  - 10:30am: Workshop on Growing Family Caregiving Coalitions
  - 11:25am: Workshop on Communicating Impact
  - 12:00pm: Keynote – California State Senator Hannah-Beth Jackson will speak on “Supporting California Caregivers through Expanding Paid Family Leave”
- CONTACT:** To obtain a press pass for the event, or schedule an interview with coalition members or the Alliance’s CEO, Gail Hunt, please contact Grace Whiting at [gracewhiting@caregiving.org](mailto:gracewhiting@caregiving.org) or (301) 718-8444.
- ABOUT:** The National Alliance for Caregiving is a non-profit coalition of over 50 national organizations focused on family caregiving. In providing research and education on family caregiving, the Alliance has served America’s nearly 66 million family caregivers since 1996. Learn more at [www.caregiving.org](http://www.caregiving.org).

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