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**National Caregiving Author, Expert Joins Local Board of the Alzheimer's Association
Sherri Snelling, CEO of Caregiving Club, helps raise funds and awareness in Orange County**

NEWPORT BEACH, CA (November 1, 2018) – The growing epidemic of Alzheimer's disease has a new champion in the fight as the Orange County chapter of the national Alzheimer's Association welcomes caregiving author and expert, Sherri Snelling, CEO of Caregiving Club, to its board.

Snelling, author of [*A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care*](#), has been a longtime advocate for Alzheimer's disease which is the third leading cause of death in Orange County and impacts more than 150,000 local residents – those with the disease and their family caregivers. The local Orange County chapter is one of more than 70 local chapters across the country of the national Alzheimer's Association that does three things: 1) Funds national and international research to find a cure faster; 2) Provides information and resources about critical care, education and support to the local Orange County families affected, and 3) Advocates both in Sacramento and Washington, D.C. for continued national research funds and legislation for those impacted by this disease.

"I'm proud to lend my voice and support to the Alzheimer's Association about a disease that is still not widely understood and continues to carry a stigma for families, which prohibits diagnosis and finding support," said Snelling. "The physical, emotional and financial tolls of this disease impact the whole family and affect our home life and our work life."

Snelling added that in Orange County, Alzheimer's is double the rate of cause of death (3rd) versus the rest of the nation (6th). And, women are disproportionately impacted as they represent two-thirds of those with the disease and three in five of the family caregivers.

Although current Alzheimer's research shows promise, this neurodegenerative disease affecting memory, thinking and behavior, still has no proven preventive measures, no ability to slow the degenerative nature of the disease and no cure. According to the latest *Facts and Figures* report from the Alzheimer's Association, 5.7 million are living with the disease in the U.S. costing the nation \$277 billion last year. The number of those with Alzheimer's is expected to more than double to 14 million by 2050. It is this looming epidemic that creates an urgency to fuel research, advocate for legislative action and provide local community support for families affected.

"We're delighted to have Sherri join our board as she has been a longtime supporter for Alzheimer's, family caregivers for this disease and the impact on employers," said Anne Grey, executive director of the Orange County chapter of the national Alzheimer's Association. "Our board, volunteers, program partners and sponsors, scientific researchers and staff are all in this together – it is a herculean effort but we believe we can 'END ALZ.'"

Snelling cites recent VIP activity in the fight to find a cure for Alzheimer's as a promising sign. In the last few months, Bill Gates has pledged more than \$100 million to fund research, create a more efficient diagnostic tool and support innovative ideas from start-up entrepreneurs in addressing Alzheimer's which has impacted his father. Others who have recently pledged to address Alzheimer's are AARP's "Disrupt Dementia" campaign (\$60 million to the Dementia Discovery Fund), Mark Zuckerberg's foundation (\$5 million) and the NFL Players Association.

SNELLING JOINS LOCAL ORANGE COUNTY BOARD FOR THE NATIONAL ALZHEIMER'S ASSOCIATION 2-2-2-2-2

About Sherri Snelling

Sherri Snelling is founder/CEO of Caregiving Club, a strategic consulting, communications and content company focused on helping the nation's 65 million family caregivers find wellness balance between caring for loved ones and self-care. She is the author of *A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* and is a contributing columnist on caregiving for online media including *PBS Next Avenue*, *Forbes.com*, *Huff Post*, *USA Today*, *Stria* and *Thrive Global*. She is also a TV producer/host, celebrity interviewer at red carpet galas, creator of the Me Time MondaySM weekly videos in support of the non-profit Healthy Mondays "Caregiver Monday" Campaign. She also has consulted for organizations including AARP, USC, UnitedHealthcare, LifeCare, QVC and start-up entrepreneurs in aging tech.

Sherri was the chairman of the National Alliance for Caregiving in Washington, D.C. and is currently a board member of the national Alzheimer's Association - Orange County chapter. She has served on the family caregiving advisory groups for the White House Middle Class Task Force, Centers for Medicare and Medicaid (CMS) and the Centers for Disease Control (CDC). She 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. Sherri is a nationally sought speaker at conferences and corporate events and is represented by the American Program Bureau.

Follow her on Twitter: @SherriSnelling and @CaregivingClub and learn more at: caregivingclub.com

About the national Alzheimer's Association, Orange County Chapter

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's®. Visit www.alz.org or call 800.272.3900.

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