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**Sherri Snelling chosen by Comfort Keepers to serve
as gerontology spokesperson**

NEWPORT BEACH, CA (May 1, 2023) – Sherri Snelling, a corporate gerontologist, author and expert on family caregiving and aging, has been selected by Comfort Keepers, a leading in-home care service provider for older adults and their families, to serve as a media spokesperson. Snelling’s background as a gerontologist as well as her being a contributor and commentator in the news media and social media as an expert on wellness, health and happiness, helps Comfort Keepers deliver on its mission to elevate the human spirit as well as to focus on the company’s National Day of Joy celebrated annually the last Wednesday in June.

“I have worked with Comfort Keepers in the past to deliver educational webinars to its clients and families who are navigating the transitions and needs of growing older so this was a natural segue into serving as their spokesperson,” said Snelling who is also CEO of Caregiving Club. “Comfort Keepers focuses on the joy of living longer and positivity psychology which are key principles in my gerontology consulting practice.”

The 65-and-older population is projected to nearly double in size in coming decades, from 49 million in 2016 to 95 million people in 2060.¹ After age 65, studies show 7 out of 10 older adults will need some type of long-term care in their remaining lifetime.² However, 117 million older adults will need care at home with only 53 million family caregivers able to provide that help.³ For many families, having a helping hand who can be a companion, assist with meal preparation and clean-up and do light housekeeping helps older adults feel more independent and less lonely at home and is where Comfort Keepers can be that trusted support families seek.

Snelling has authored two books on caregiving: *A Cast of Caregivers* and *Me Time Monday* (publishing in August, 2023) focused on seven elements of wellness to bring balance and joy back to life. Her background includes producing and hosting the unscripted cable TV show, “Handle With Care,” on age-tech solutions, serving as a TV expert on aging and caregiving, and writing articles for PBS Next Avenue, USA Today, Forbes.com and other news outlets. In addition, she consults with large and small companies on supporting older adults and family caregivers and provides educational webinars and workshops for employers to support their employees who are caregiving. She is also host of the podcast, “Caregiving Club On Air,” appearing on Spotify, Apple Podcasts and other listening channels.

Comfort Keepers provides award-winning in-home care for seniors and adults who need assistance at home. Named a recipient of the Great Place to Work® certification, a program managed by the Great Places to Work Institute and its senior care partner, Activated Insights, Comfort Keepers has been providing in-home care services for 25 years with more than 700 franchise offices worldwide.

Sherri Snelling is a corporate gerontologist, author and founder/CEO of [Caregiving Club](https://www.caregivingclub.com), a strategic consulting and educational content creation company with an expertise in caregiver wellness, brain health and Alzheimer’s and well home design for employers, entrepreneurs and home design industry clients.

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¹ Vespa, J., Medina, L., Armstrong, D.M. (2020). *Demographic turning points for the United States: population projections for 2020 to 2060*. Current Population Reports, P25-1144, U.S. Census Bureau. Washington, D.C.

² P. Kemper, H. Komisar, and L. Alecxih. “Long Term Care Over an Uncertain Future: What Can Current Retirees Expect?” Inquiry (Winter 2005/2006)

³ AARP, (2016). “Caregiving Innovation Frontiers.”