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**Corporate Gerontologist Sherri Snelling Joins Comfort Keepers as
National Day of Joy Spokesperson**

National Media Appearances Include “The Balancing Act” TV Talk Show

NEWPORT BEACH, CA (June 1, 2025) – Sherri Snelling, a corporate gerontologist and [“Me Time Monday”](#) author, serves for the third year in a row as spokesperson for the [National Day of Joy](#) (June 25), a celebratory event created in 2019 by [Comfort Keepers](#), a leading national in-home care service provider for older adults and their families. Snelling’s role includes collaborating on messaging, media interviews, events and social media support for Comfort Keepers and their franchisees who are hosting 100 National Day of Joy events around the country on the last Wednesday in June during Alzheimer’s and Brain Health Month.

"Sherri Snelling has been a great partner for our National Day of Joy activities as well as many of our media appearances not only because she is a nationally regarded gerontologist but her expertise in caregiving, positivity psychology and brain health/dementia fits with our mission to support the joy in aging and to elevate the human spirit," said Saudia Gajadhar, Chief Happiness Officer for Comfort Keepers.

Every year Comfort Keepers publishes a survey on positivity in aging but for this year’s National Day of Joy activities, the home care provider also partnered with WETA, the PBS-TV affiliate in Washington, D.C., and [WellBeings](#), a public health education campaign to support the broadcast of [“Caregiving.”](#) This new documentary from executive producer Bradley Cooper premieres June 24 on PBS. The film explores the personal stories of family caregivers and the emotional highs and lows they face. Comfort Keepers, who had one of its own professional caregivers’ stories told in the film, [Christine Fadriga](#), has been screening excerpts of the documentary ahead of its official broadcast at events around the country.

Snelling joined Comfort Keepers CEO Natalie Black and Tom Chiodo, WETA executive producer of special projects, for an Irvine, Calif, town hall and screening event in February. She also filmed three short YouTube videos for the National Day of Joy answering questions about caregiving and the positivity of aging. As an expert on the business side of aging, Snelling also spoke at the Comfort Keepers national event for its 600+ worldwide franchisees, Connect, on the “Three Trends Shaping the Future of Home Care.” She was also invited to join a Comfort Keepers panel at the recent American Society on Aging conference to discuss “Aging Well and Why a Positive Mindset Matter.”

The Balancing Act Celebrates Caregiving

In addition to her role for the National Day of Joy, Snelling is appearing on a series of family caregiving segments on [“The Balancing Act”](#) talk show on Lifetime TV with hosts, Montel Williams and Olga Villaverde. The segments explore topics such as how to start caregiving conversations within families including discussions on the costs of long-term care, financial and legal documents caregivers should know about, how to modify a home to make it age-friendly and safe, how to plan ahead for natural weather emergencies, how to stay

connected with older loved ones and how caregivers can find time for respite breaks to practice self-care. The segments, sponsored by Comfort Keepers, began airing in June.

“My work with Comfort Keepers is a great collaboration in raising awareness for the joy that can be found in caregiving whether you are a family caregiver or a professional in-home caregiver,” said Snelling who is also CEO of [Caregiving Club](#). “So often the messaging around caregiving is about the struggles that we forget there are also silver linings that can make us grateful and bring happiness to our life’s journey. For more than 20 years my work has focused on caregiver wellness and self-care and is aligned with Comfort Keepers and their mission to spread the joy that is a key part of care.”

Aging and Caregiving in America

After age 65, studies show 7 out of 10 older adults will need some type of long-term care in their remaining lifetime.¹ And according to a 2024 Rand Study, more than 105 million Americans are currently a caregiver to someone who is wounded, ill, or injured or who has a disease or disability.² Since 7 in 10 family caregivers work, for many families, having a helping hand who can be a companion to an older loved one, who can assist with daily living activities such as meal preparation and clean-up, getting dressed and doing light housekeeping helps older adults feel more independent and less lonely at home and is where Comfort Keepers can be that trusted help and support family caregivers need.

About Sherri Snelling and Caregiving Club

Snelling has authored two books on caregiving: “Me Time Monday” and “[A Cast of Caregivers](#).” She is also the host of the Top 10 caregiving podcast, [Caregiving Club On Air](#). As CEO of the Caregiving Club, Snelling operates a B2B2C business model to provide employers, AgeTech startups and other organizations with strategic consulting and educational content with an expertise in longevity, caregiving, Alzheimer’s/brain health, women’s wellness, well home design and financial gerontology. She has more than 25 years of experience in health care, aging and caregiving with senior leadership roles at UnitedHealthcare, Keck Medicine of USC and as Chairman of the National Alliance for Caregiving. She writes for PBS Next Avenue, USA Today and has advised the White House, CDC, NIA and the Alzheimer’s Association. Sherri is also a frequent guest on TV news and radio and is a highly sought-after speaker. She has a master’s in gerontology from USC Leonard Davis School of Gerontology and master’s certifications from MIT Sloan School of Business “Shaping the Workplace of the Future” and Harvard University on “Happiness Psychology.”

About Comfort Keepers

For 27 years, Comfort Keepers® has been “Elevating the Human Spirit” through its in-home care network for seniors and other adults by empowering them to maintain their independence and realize joy in the everyday moments. Comfort Keepers operates a franchise network that has grown to more than 600 locations in the U.S. and Canada, serving hundreds of thousands of clients since 1998. Comfort Keepers was 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.

#CKHeartofCaregiving #NationalDayofJoy #ComfortKeepers

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¹ P. Kemper, H. Komisar, and L. Alecxi. “Long Term Care Over an Uncertain Future: What Can Current Retirees Expect?” *Inquiry* (Winter 2005/2006)

² Ramchand, R., Dalton, S., Dubowitz, T., Hyde, K., Malika, N., Morral, A. R., ... & Williams, K. M. (2024). America's Military and Veteran Caregivers: Hidden Heroes Emerging from the Shadows. *Rand Health Quarterly*, 12(1), 7.