



press release

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FOR IMMEDIATE RELEASE

Caring for Your Parents Conference Offers Sound Advice and Helpful Resources

*PBS 45 & 49 conference is follow-up to TV programs
about caregiving for the elderly*

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KENT, Ohio — April 10, 2008 — As a follow-up to the national public television premiere of **Caring for Your Parents**, PBS 45 & 49 will hold a free conference on Saturday, April 19 from 10 a.m. to 2 p.m. at Summa Health System's Professional Center South, 55 Arch St., Akron. The conference will offer helpful sessions about monitoring older adults' medications, modifying their homes for better safety, starting difficult discussions about personal care and more.

The conference will feature four one-hour sessions, with two topics to choose from per session. Presenters include professionals from The Summa Center for Senior Health, Area Agency on Aging, Summit County Office of Consumer Affairs, The Alpern Law Firm and Rebuilding Together Summit County.

"This conference is not just for those who are caring for aging parents," said Lisa Martinez, PBS 45 & 49 vice president of marketing and development. "The information will be helpful to anyone who is caring for an elderly or sick family member or friend."

Martinez said PBS 45 & 49 felt there was a need for this conference because of the growing number of family caregivers of elders. There were 33.9 million family caregivers of elders in 2004 and it is projected that there will be 81 million by 2050, according to a 2004 study by Caregiving in the U.S., National Alliance for Caregiving and AARP.

To register for the conference, call PBS 45 & 49 at 1-800-554-4549. A comprehensive Web site that offers online registration for the conference is available at www.pbs4549.org/caringforyourparents. The site also offers free video on demand of panel discussions that were featured in PBS 45 & 49's recent production, **Caring for Your Parents: A Local Follow-Up**.

About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, PBS 45 & 49 uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-554-4549.

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