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FOR IMMEDIATE RELEASE

**The Caregiving Project Announces National Advisory Committee
High-Profile Leaders Join Initiative to Solve Caregiving Crisis**

NEW YORK (May 30, 2007)— The Caregiving Project for Older Americans announces today that a distinguished group of American leaders have agreed to join a new national Advisory Committee in an effort to develop innovative, affordable new approaches to in-home caregiving for older adults.

“We believe the caregiving crisis is and will be one of America’s most critical problems during the early decades of the 21st Century and we are honored to be engaged in a regular dialogue with a highly effective and dedicated group of change-makers to help confront this growing concern,” says Dr. Robert N. Butler, co-director of The Caregiving Project and president and CEO of the International Longevity Center-USA (ILC-USA).

Members of The Caregiving Project for Older Americans Advisory Committee include Rosalynn Carter, former First Lady; Walter Cronkite, legendary CBS news anchor; Hugh Downs, former 20/20 and Today Show anchor; Frank Broyles, hall of fame NCAA football player, coach and current Athletic Director at the University of Arkansas; Humphrey Taylor, chairman of The Harris Poll; Dr. John Finnegan, Dean of the University of Minnesota’s School of Public Health; Val Halamandaris, founder and president of the National Association of Homecare and Hospice; and Carol Raphael, president and CEO of Visiting Nurse Service of New York.

The Caregiving Project for Older Americans, launched in 2006 by the ILC-USA and the Schmieding Center for Senior Health & Education (SCSHE), aims to bring greater awareness of the caregiving crisis, develop a national systemic approach to recruiting, training and retaining paid professional caregivers, and enhance the key role of this new generation of caregivers.

Frank Broyles, former NCAA football player, coach, broadcaster, and athletic director for the University of Arkansas Razorbacks, was inducted into the College Football Hall of Fame in 1983. Broyles' wife, Barbara, passed away from Alzheimer's disease in 2004. Through the Barbara Broyles Legacy, Broyles has been a vocal supporter of Alzheimer's and caregiving for older adults. He recently developed a book, *Coach Frank Broyles' Playbook For Alzheimer's Caregivers*, providing real-life strategies for compassionate and dignified care for people with Alzheimer's.

Rosalynn Carter, former First Lady and founder of The Carter Center has worked for more than three decades to improve the quality of life for people around the world. Mrs. Carter is president of the board of directors for the Rosalynn Carter Institute for Caregiving (RCI) at Georgia Southwestern State University. Through research, education, and training, the RCI promotes the mental health and well-being of individuals, families, and professional caregivers; delineates effective caregiving practices; builds public awareness of caregiving needs; and advances public and social policies that enhance caring communities.

Walter Cronkite has covered virtually every major news event during his more than 65 years in journalism - the last 54 affiliated with CBS News. He became a special correspondent for CBS News when he stepped down in 1981 after 19 years as anchorman and managing editor of the CBS Evening News. Affectionately nicknamed "Old Iron Pants" for his unflappability under pressure, Mr. Cronkite's accomplishments — both on-air and off — have won him acclaim and trust from journalism colleagues and the American public alike.

Hugh Downs has enjoyed a distinguished 64-year career in radio and television as a reporter, newscaster, interviewer, narrator and host. A longtime anchor of ABC's primetime news magazine "20/20," he is one of the most familiar figures in the history of the medium. He helped launch "The Tonight Show" in 1957, anchored "The Today Show" from 1962 to 1971. In addition to writing *Thirty Dirty Lies About Old* debunking the myths of aging, he has served as a member of the Board of Overseers of the Brookdale Center on Aging of Hunter College, a post he has held since 1982.

Dr. John R. Finnegan, Jr. is Dean of the School of Public Health at the University of Minnesota. He has more than 25 years of experience in public health research, specializing in community and media campaigns aimed at behavioral and social change. Finnegan, who joined the School of Public Health faculty in 1986, is a recognized scholar and researcher in the field. He serves on National Institutes of Health (NIH) panels and is a frequent national and local speaker on public health topics.

Val J. Halamandaris is the President of the National Association for Home Care, representing the interests of the ill, dying and disabled and those who care for them at home. He is a founder and partner in the Center for Health Care Law, a public interest law firm advocating for the rights of the elderly, the disabled and chronically ill children. He worked as a Congressional staff member for 20 years, authoring major reports on many health care topics including nursing home care, health insurance, elder abuse, Medicaid and long-term care.

Carol Raphael is President and Chief Executive Officer of Visiting Nurse Service of New York, the country's largest voluntary home health care organization. Her responsibilities include managing the VNS programs in post-acute, long-term care, family and children services, hospice, rehabilitation, mental health and public health as well as its health plan for dually eligible Medicare and Medicaid beneficiaries. Ms. Raphael developed the Center for Home Care Policy and Research, conducting policy-relevant research on the management, and quality of home and community-based services.

Humphrey Taylor, has served as chairman of The Harris Poll, a service of Harris Interactive, since 1994. He has had overall responsibility for more than 8,000 surveys in 80 countries. He directs surveys of health care consumers, taxpayers, physicians, and other providers, employers, and legislators on a broad range of health care issues. He is Chairman of the National Council on Public Polls and writes and speaks frequently about the forces transforming the nation's health care system, and on differences between our system and those in Canada, Western Europe and Japan.

The Caregiving Project for Older Americans is sponsored by the generous support of Schmieding Foundation, MetLife Foundation, Amgen Foundation and Pfizer Inc.

About The Caregiving Project for Older Americans

The Caregiving Project for Older Americans is an action-oriented collaboration that aims to improve the nation's caregiving workforce through training, the establishment of standards, and the creation of a career ladder. Bolstering support for family caregivers is another major goal of the project. A joint venture of the International Longevity Center-USA (ILC-USA) and the Schmieding Center for Senior Health & Education (SCSHE), the effort combines the talents of a policy research center with a clinical outpatient and health education program. To learn more about the project visit

<http://www.ilcusa.org/prj/caregiving.htm>.