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## AARP Launches National Caregiving Awareness Campaign: Show Kindness to 40 Million Caregivers During National Family Caregivers Month in November

Campaign will include a new AARP caregiving book, Random Acts of Kindness contest, virtual caregiving fair, and a special AARP The Magazine report featuring an intimate look into “24 hours in the life of caregivers”

**WASHINGTON, DC**—November is National Family Caregivers Month and AARP is launching a national campaign to bring awareness to the important role that family caregivers play in the lives of their loved ones. AARP’s **Random Acts of Kindness for Caregivers contest** will begin on October 15 with the goal of encouraging people to recognize and reward caregivers – many of whom spend 18 hours per week providing care like bathing, dressing, preparing meals, administering medications, driving to doctor visits or paying bills – in small but meaningful ways.

“Caregiving may be one of the greatest expressions of love and it’s woven into the lives of one in six adults,” says AARP Family and Caregiving Expert Amy Goyer, author of the new book *Juggling Life, Work and Caregiving*. “A staggering 40 million family caregivers provide support for loved ones and, as a caregiver myself, I know that the smallest acts of kindness – like holding a door for someone pushing a wheelchair, surprising them with flowers, or even taking a caregiver’s dog for a walk – can be memorable moments in the life of a caregiver.”

### Kindness Contest to Help Family Caregivers

More than half of caregivers say they feel overwhelmed by the amount of care their family member needs. Through the Random Acts of Kindness for Caregivers contest, AARP hopes that by encouraging people to show family caregivers small signs of support, it might encourage overwhelmed caregivers, free them up to have more time with loved ones they care for, or even give them personal time to relax and rejuvenate. Those sharing simple acts of kindness are encouraged to submit stories and a photo of their random acts to the contest website found at [www.aarp.org/caregiverkindness](http://www.aarp.org/caregiverkindness). In March, AARP will select 12 winners who have made a meaningful difference in the lives of family caregivers. The winners will share a \$10,000 prize.

### 24 Hours Inside a Caregiver’s World

The October issue of **AARP The Magazine** is taking readers inside the hearts and homes of caregivers across the country. Through pictures, **videos** and compelling stories, readers will learn about ordinary people caring for spouses, friends, children, and parents. Some of the families featured live with the people they care for and one caregiver has to board a plane frequently to care for her mom.

Overall, the face of caregiving is changing. While most caregivers are women, 40 percent of caregivers are men. Surprisingly, 1 in 4 caregivers is a Millennial (between the ages of 18 and 34) and 60 percent of caregivers provide care for an adult while working outside of the home, requiring them to balance caregiving and work responsibilities.

### Virtual Family Caregiving Fair

To help caregivers like the ones featured in **AARP The Magazine**, AARP is hosting a Virtual Family Caregiving Fair that will take place on Thursday, November 19, 2015 from 12pm – 4pm EST. From the comfort of a home or office, a caregiver can register and join the free fair online at [aarp.org/familycarefair](http://aarp.org/familycarefair). During the virtual fair, a caregiver can tour the exhibit hall with over 15 booths showcasing various caregiving resources and programs, enter a “mix and mingle” lounge to connect with experts and other caregivers through online chats, visit a virtual auditorium to view scheduled and on-demand presentations and videos, and explore a library with additional resources for caregivers.

For more information about how AARP is supporting National Family Caregivers Month and for more caregiving resources, visit the AARP Caregiving Resource Center at <http://www.aarp.org/caregiving>.

**About AARP** AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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