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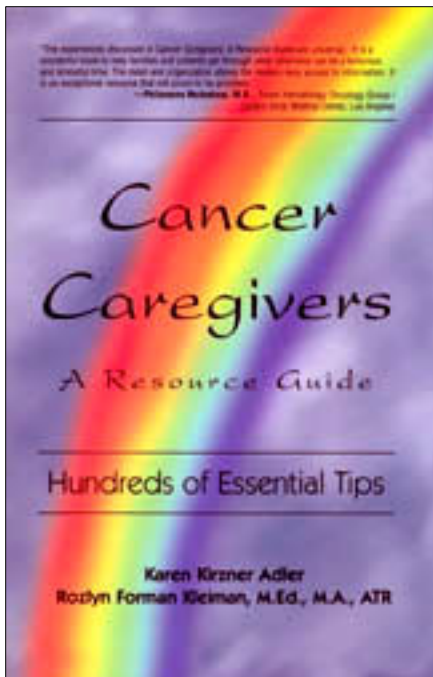
## Cancer Caregivers

WRITING EXAMPLE:

## Book Announcement

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*Unique book for cancer caregivers filled with expert advice and over 1,000 essential tips*

**Cancer Caregivers: A Resource Guide**

by **Karen Kirzner Adler and Rozlyn Forman Kleiman, MA, MEd, ATR**

(Upstream Press, \$17.95)

Caring for someone with cancer is a reality most of us will face at some point in our adult lives. In 2002 alone, cancer will strike an estimated 1.3 million Americans – in addition to the 16 million people already diagnosed with the disease during the last decade, according to the American Cancer Society.

If *your* spouse, child, parent, relative or close friend is suddenly given the dreaded news, would *you* know what to do to help them through the process of finding the right doctors, surgeons, and treatments?

Are you ready to take on the burden of working with their insurance providers, including Medicare and Medigap, to guarantee the best medical attention their coverage provides? Did you know there are endless ways to save money on prescriptions, medical supplies, ambulances and at-home care? Are you knowledgeable on the best way to handle disputes on medical billings and insurance reimbursements? Do you have the legal documents both you and the patient will need along the way? Are you wondering how you can get the patient to their many appointments and still keep your job?

Those are just some of the many issues that can overwhelm caregivers while helping their loved ones survive the physical and emotional trauma of cancer. A new book, called **Cancer Caregivers: A Resource Guide** by Karen Kirzner Adler and Rozlyn Forman Kleiman (Upstream Press), is now making that journey significantly easier for anyone currently in or suddenly thrust into the role.

Written by two long-time friends who have lived the experience, **Cancer Caregivers** is the first book ever to provide point-by-point advice on the critical issues confronting caregivers as they cope with the responsibility and stress of caring for someone fighting the disease.

In a twist of fate, Roz's and Karen's husbands were diagnosed with cancer during the same week in May 1995. Miraculously, Roz's husband, Marty – who is now in his third remission from multiple myeloma cancer – has survived 25 surgeries, a stem cell transplant, and other life-threatening conditions during the last seven years. Karen's

husband, Monty, was given only six months to live, but survived his battle with esophageal cancer for two years before his death in June 1997.

The idea for the book evolved out of the authors' respective searches for any information that could help them and their husbands through the ordeal. At first, Roz and Karen began talking on the phone at night to compare notes and share newly-discovered information.

Before long, says Roz, who was also a caregiver for her first husband for five years after his neck was broken in a car accident: "We realized, *there's nothing out there!* Everything published on the subject was in narrative form, and as a caregiver you simply have no time to sit and read about how someone else took care of somebody. You want to know what to do and when to do it as quickly as possible. So we said, 'Why not do a Heloise household hints type of book? Tips for the caregiver.'"

From that point on, "we really got into the process," adds Karen. "We began writing down everything we were learning and experiencing, and how we were handling it."

Benefiting the project, both had spent years in the educational field as teachers. Roz holds a B.A. in Art Education from Adelphi University, and two graduate degrees – an M.Ed. in Special Education from the University of Cincinnati and a M.A. in Marital and Family Therapy specializing in Art Therapy from Loyola Marymount University. A teacher since 1960, she continues to work primarily with special needs children, and has owned a private school, co-founded two organizations devoted to children affected by AIDS, and currently serves on the board of one of them: Camp Pacific Heartland.

After spending eight years teaching children (some of them with learning disabilities), Karen moved into the human resources field as a manager for several major companies, including Sony Pictures Entertainment. She received a B.A. degree and graduate teaching credential from San Diego State University. Since going through the grieving process herself, she also became a trained volunteer facilitator for Our House, a bereavement center in Los Angeles.

As a result of their combined experiences, **Cancer Caregivers** is an indispensable reference book filled with hope, uplifting advice and over 1,000 crucial tips in an easy-to-read bulleted format.

Divided into six sections, it covers every stage of the disease and situations caregivers will confront – with space provided for users to record their own thoughts, feelings, questions, conversations with physicians, and any other information they want to express and preserve, much like a journal or workbook. The book also includes one of the most comprehensive resource directories available anywhere.

The authors' core message throughout the book is clearly that while cancer is devastating, it doesn't have to be defeating. "View obstacles in daily living as challenges and hurdles to leap, and you will achieve serenity in the midst of adversity," says Karen. Roz, who is still active as a caregiver, adds: "Marty and I incorporated cancer into our lives. It has become part of our lives, but it doesn't control our lives."

A portion of the sale of each copy of **Cancer Caregivers: A Resource Guide** is being contributed to help support the newly-formed national organization, Cancer Caregivers. The non-profit group, founded by Karen and Roz in late 2001, will provide a state-by-state network of free support groups, educational workshops on the latest medical breakthroughs, a respite program to provide periodic volunteer caregiver relief, as well as financial aid and temporary housing for families during out-of-town treatment visits, among other unique services.

To order a copy of **Cancer Caregivers: A Resource Guide**, please call Upstream Press at 1-877-401-9500 toll-free or visit their website: [www.upstreampress.com](http://www.upstreampress.com). Orders can also be placed at [www.cancercaregivers.com](http://www.cancercaregivers.com). The book is available in either standard- or spiral-binding for \$17.95 (plus shipping and handling).

Even if *you* aren't a caregiver at this time, this book makes a loving gift to someone who is.

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