

# SOLUTIONS

FOR  
Family Caregivers Expo



## 2016

Sponsorship  
Opportunities



## Table of Contents

1.0	<a href="#"><u>The Area Agency on Aging 1-B</u></a>	3
2.0	<a href="#"><u>The Solutions for Family Caregivers Expo</u></a>	3
3.0	<a href="#"><u>Caregiver Expo Sponsorship Opportunities</u></a>	3-8
3.1	<a href="#"><u>Platinum Sponsor Benefits</u></a>	4-5
3.2	<a href="#"><u>Gold Sponsor Benefits</u></a>	6
3.3	<a href="#"><u>Silver Sponsor Benefits</u></a>	7
3.4	<a href="#"><u>Refreshment Sponsor Benefits</u></a>	8
3.5	<a href="#"><u>Respite Care Sponsor Benefits</u></a>	8
3.6	<a href="#"><u>Bag Sponsor Benefits</u></a> (New Category for 2016!)	8
3.7	<a href="#"><u>Corporate Exhibitor Benefits</u></a>	8
3.8	<a href="#"><u>Nonprofit Exhibitor Benefits</u></a>	8
4.0	<a href="#"><u>Summary Results—2015 Solutions for Family Caregivers Expo</u></a>	9
4.1	<a href="#"><u>2015 Overall Results</u></a>	9
4.2	<a href="#"><u>2015 Sponsors</u></a>	9
4.3	<a href="#"><u>2015 Promotion and Results</u></a>	10

## **1.0: The Area Agency on Aging 1-B**

The Area Agency on Aging 1-B (AAA 1-B) enhances the lives of older adults and adults with disabilities in the communities we serve and is responsible for services to more than 620,000 persons, age 60 and older and adults with disabilities, residing in the six counties of Livingston, Macomb, Monroe, Oakland, St. Clair and Washtenaw. The Federal Older Americans Act created a network of federal, state and local agencies to assure provision of services enabling older adults to live in a setting of their choice with dignity, safety and supportive care. The AAA 1-B was established in 1974 as part of this national network.

## **2.0: The Solutions for Family Caregiver Expo**

The Solutions for Family Caregiver Expo is an annual one-day event designed to connect family caregivers to valuable resources and information to assist them and increase caregiver awareness across southeastern Michigan. The event showcases businesses and non-profit organizations that specialize in providing services to support caregivers under one roof. Since its inception in 2000, the event has increased attendance from 100 to an estimated 1,400 guests and has been perceived by caregivers, exhibitors and sponsors as an important and highly successful event.

The primary audience of the Caregiver Expo is women, ages 45 plus, living in southeast Michigan, who are concerned about or already caring for their aging parents or another relative or friend. Older adults, age 60 and over, caring for their spouse, another relative or a friend, and male caregivers, age 45 plus, caring for aging parents, another relative or a friend also attend the expo.

## **3.0: Sponsorship Opportunities**

This year's event is scheduled to take place on **Saturday, October 15, 2016** at the Wyndham Garden Sterling Inn in Sterling Heights, MI from 9:00 a.m. to 2:00 p.m. Guests will have the opportunity to visit with 90 exhibit booths to learn about their products and services. Expert presentations will be provided on a variety of educational and informative topics of interest to family caregivers. Guests will also be able to ask questions of experts from the AAA 1-B on topics including Medicare, Medicaid, prescription assistance, and long-term care.

Companies interested in partnering with the AAA 1-B to have a presence at the Caregiver Expo can choose from five levels of involvement: Platinum (\$7,500); Gold (\$5,000); Silver (\$2,500); Refreshment (\$1,500); and Respite Care (\$1,000). Sponsorship of the expo is an opportunity to increase goodwill for your organization in the community and align your organization with the AAA 1-B, a trusted community resource with a 40+ year history of helping older adults and family caregivers. The expo will be well-promoted and provide many marketing benefits for sponsors. All sponsors are included in widely distributed promotional flyers, signage at the event, the event program, and the event listing on the AAA1b.com website (*monthly average traffic of 6,500 visitors*). Sponsors at the top levels (Platinum and Gold) get additional benefits, including logo placement in the television advertising schedule, inclusion in the 11-station radio advertising schedule, additional booth space and the opportunity to present an informational presentation at the Expo. Sponsors at the Silver level will also be included in the radio schedule.

**Sponsorship Deadline:** Because of our deadlines to produce promotional materials, please ensure that you indicate your interest in sponsoring the event no later than **Friday, May 20, 2016**

### ***Bag Sponsorship Now Available***

This sponsorship allows you to place your company's logo on the materials bags distributed at the expo. The bags are distributed to every attendee at registration and give attendees a convenient way to carry the many materials and takeaways gathered at the expo. The bags are made of a durable poly-fabric and are often saved and re-used by expo attendees long after the expo is over. Bag sponsorship will be offered at \$1,000 and will be limited to two sponsors.

**Please Note:** Marketing presence at the expo for bag sponsors will be limited to logo placement on the bags. Bag sponsors will **NOT** receive booth space as part of their sponsorship and will **NOT** be included in any of the expo's marketing materials or other promotion efforts.

### ***Exhibitors***

Exhibit booths only (without sponsorship) are \$525.00 for a business and \$225.00 for a non-profit 501c3 organization. **For more information, visit, [www.aaa1b.com](http://www.aaa1b.com), or contact Kathleen Yanik at [kyanik@aaa1b.com](mailto:kyanik@aaa1b.com) or (248) 262-9980.**

### **3.1: Platinum Sponsors Benefits - \$7,500:**

- ❑ Preferred **triple size exhibit space** (24 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of interest
- ❑ Recognition on event signage as a Platinum Sponsor
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Corporate logo on the event's promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website (the site averages 6,500 visitors per month)
- ❑ Recognition as a Platinum Sponsor in all press releases
- ❑ One quarter-page ad or article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households (option to be included in the Fall 2016; Winter 2016/2017 or Spring 2017 issue) and recognition in pre- and post- articles in the Fall and Winter 2016 editions of ACCESS.
- ❑ Sponsor's name and tagline included in **110 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2016 package.
- ❑ Sponsor's logo included in **50 :30 second television commercials** airing during targeted programming including WWJ – CBS Morning; CNN – News programs; FOX News programs; MSNBC News programs; WJBK-Fox 2 Morning – Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV – Today Show; WDIV Local News at Noon; WXYZ – Live with Kelly & Michael; WXYZ Channel 7—Midday Action News; WXYZ – The Doctors; WXYZ—Dr. Oz; WWJ—Dr. Phil; WWJ—The Insider; WXYZ—Saturday Good Morning America; WWJ—CBS Saturday Morning; WWJ CBS Sunday Morning; WWJ—Sunday Face the Nation

**Platinum Sponsor Radio Schedule**  
**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WZLH, WYCD,**  
**WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	20x :60
Monday – Friday	6 a.m. – 12 midnight	25x :60
Saturday	7 a.m. – 5 p.m.	25x :60
Saturday	6 a.m. – 12 midnight	14x :60
Sunday	7 a.m. – 5 p.m.	20x :60
Sunday	6 a.m. – 12 midnight	6x :60
<b>TOTAL:</b>		<b>110x</b>

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### 3.2: Gold Sponsor Benefits - \$5,000:

- ❑ Preferred **double size exhibit space** (16 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of interest
- ❑ Recognition on event signage as a Gold Sponsor
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Corporate logo on the event's promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Gold Sponsor in all press releases
- ❑ Recognition as a Gold Sponsor in pre- and post- articles in the Fall and Winter 2016 editions of ACCESS, the AAA 1-B's award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor's name and tagline included in **80, :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2016 package.
- ❑ Sponsor's logo included in **50 :30 second television commercials** airing during targeted programming including WWJ – CBS Morning; CNN – News programs; FOX News programs; MSNBC News programs; WJBK-Fox 2 Morning – Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV – Today Show; WDIV Local News at Noon; WXYZ – Live with Kelly & Michael; WXYZ Channel 7—Midday Action News; WXYZ – The Doctors; WXYZ—Dr. Oz; WWJ—Dr. Phil; WWJ—The Insider; WXYZ—Saturday Good Morning America; WWJ—CBS Saturday Morning; WWJ CBS Sunday Morning; WWJ—Sunday Face the Nation

### Gold Sponsor Radio Schedule Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WDZH, WYCD, WNIC, WPRZ, WOMC and CIDR

DAYS	DAY PART	# OF COMMERCIALS
Monday – Friday	6 a.m. – 7 p.m.	14x :60
Monday – Friday	6 a.m. – 12 midnight	16x :60
Saturday	7 a.m. – 5 p.m.	20x :60
Saturday	6 a.m. – 12 midnight	8x :60
Sunday	7 a.m. – 5 p.m.	18x :60
Sunday	6 a.m. – 12 midnight	3x :60
TOTAL:		80x

### 3.3: Silver Sponsor Benefits - \$2,500:

- ❑ Preferred single size exhibit space (8 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of special interest
- ❑ Recognition on event signage as a Silver Sponsor
- ❑ Corporate logo on the event's promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Silver Sponsor on the event program and program flyer
- ❑ Recognition as a Silver Sponsor in pre- and post- articles in the Fall and Winter 2016 editions of ACCESS, the AAA 1-B's award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor's name and tagline included in **46 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2016 package.

#### Silver Sponsor Radio Schedule Combined Coverage on WWJ, WJR, WCSX, WDVD, WDRQ WNIC, WOMC, WYCD, WDZH, WPZR and WNZK

DAYS	DAY PART	# OF COMMERCIALS
Monday – Friday	6 a.m. – 7 p.m.	9x :60
Monday – Friday	6 a.m. – 12 midnight	11x :60
Saturday	7 a.m. – 5 p.m.	11x :60
Saturday	6 a.m. – 12 midnight	5x :60
Sunday	7 a.m. – 5 p.m.	8x :60
Sunday	6 a.m. – 12 midnight	2x :60
TOTAL:		46x

**3.4: Refreshment Sponsor - \$1,500**

- ☐ An 8' wide x 6' deep exhibit space in a prime location
- ☐ Opportunity to display, demonstrate products or services of special interest
- ☐ Signage promoting your business or organization as a Refreshment Sponsor on all refreshment tables
- ☐ Recognition as a Refreshment Sponsor in event press releases
- ☐ Recognition in the event program
- ☐ Inclusion in a follow-up article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

**3.5: Respite Care Sponsor - \$1,000**

- ☐ An 8' wide x 6' deep exhibit space in a prime location
- ☐ Signage promoting your business or organization as a Respite Care Sponsor
- ☐ Recognition as a Respite Care Sponsor in event press releases Recognition in the event program
- ☐ Inclusion in a follow-up article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

**3.6: Bag Sponsor--\$1,000**

- ☐ Placement in one of two available logo spots (3.5"W x 5"H) available on a single side of the durable, poly-fabric bag distributed to Caregiver Expo attendees at registration ( the AAA 1-B logo will appear on opposite side of the bag.)

**3.7: Corporate Exhibitor - \$525.00**

- ☐ An 8' wide x 8' deep exhibit space with an opportunity to demonstrate products and services.
- ☐ Two boxed lunches at the event.

**3.8: Nonprofit Exhibitor - \$225.00 (Must have proof of 501c3 status)**

- ☐ An 8' wide x 6' deep exhibit space with an opportunity to demonstrate products and services.
- ☐ Two boxed lunches at the event.



## **4.0 Summary Results - 2015 Solutions for Family Caregiver Expo**

### **4.1 2015 Overall Results**

The 2015 Caregiver Expo took place on Saturday, October 17, 2015 at the Suburban Collection Showplace in Novi, Michigan and **attracted an estimated 1,400 caregivers** (1,250 completed registration at the door). Twenty corporate sponsors partnered with the AAA 1-B to underwrite the event and an additional 88 companies exhibited.

In 2015, of our 1,250 registered, 49% were from Oakland County, 30% were from Wayne County and 10% were from Macomb County. The remaining 11% were from the surrounding counties in Michigan or were unknown. We had 3 attendees from other states.

At the Sterling Inn in Macomb County in 2014, 1,162 people registered at the door. (We estimate that 1,200 caregivers were in attendance): 44% were from Macomb County; 35% were from Oakland County; and 14% were from Wayne County. The remaining 7% were from various surrounding counties in Michigan or unknown, and three attendees were from out of state: Washington DC, Minnesota and Virginia.

In past years, guests have had the opportunity to visit with sponsors and exhibitors and attend their choice of 12 presentations on relevant topics throughout the day. They also enjoyed a free continental breakfast, giveaways and door prizes. Professional respite care was provided free of charge on-site by the Alzheimer's Association—Greater Michigan Chapter and the Interfaith Volunteer Caregivers. Ten older adults received professional care on site at Respite Care at the Expo.

### **4.2 2015 Corporate Sponsors**

TITANIUM SPONSOR (\$10,000):	<b>Health Alliance Plan (HAP)</b>
PLATINUM SPONSORS (\$7,500):	<b>AAA – The Auto Club Group</b>
GOLD SPONSORS (\$5,000):	<b>Blue Cross Blue Shield of Michigan The Elder Care Firm of Christopher Berry, CELA</b>
SILVER SPONSORS (\$2,500):	<b>American House AmeriHealth <i>Caritas</i> VIP Care Plus Beacon Square Memory Care Community Guardian Medical Monitoring Presbyterian Villages of Michigan SameAddress Walgreens</b>
REFRESHMENT SPONSORS (\$1,500):	<b>Jim Schuster, CELA Evangelical Homes of Michigan SMART Trinity Senior Living Communities</b>

RESPITE CARE SPONSORS (\$1,000): **DMC Huron Valley-Sinai Hospital**  
**Personal Touch Home Health Care Services, Inc.**  
**Priority Health**  
**Visiting Angels**  
**Waltonwood Senior Living**

#### 4.3 2015 Promotion

The Area Agency on Aging 1-B promoted the Caregiver Expo to ensure its success utilizing the following strategies:

❑ **Media Partners –**

In 2015, the **Observer & Eccentric Media** served as our media sponsor. The Observer & Eccentric has 13 local newspapers that provide coverage throughout the suburbs of Oakland County and Western Wayne County.

- Four, quarter-page advertisements ran in Observer & Eccentric papers (Southfield Eccentric, Birmingham Eccentric, Farmington Observer) on Sundays, September 13, September 20 and October 4 and 11.
- Four, quarter-page advertisements ran in the Hometown Weeklies, in the Novi News, Northville Record, Milford Times, and South Lyon Herald on Thursdays, September 17 and 24 and October 8 and 15
- A feature article, highlighting information about the expo ran in all editions of the Observer & Eccentric.
- Inclusion in the calendar of events on the online community calendar.
- Promotion of the Caregiver Expo internally to O & E employees.

In 2014 when the event was held at the Sterling Inn, the **Macomb Daily**, a seven-day a week morning publication, with a circulation of 48,135 Monday through Saturday and 60,428 on Sunday, served as the event's exclusive newspaper sponsor and provided similar in-kind promotion.

**Alternatives for Seniors (AFS)**, a print directory providing information on local nursing homes, assisted-living facilities, retirement communities, home healthcare, and more, served as a media sponsor. AFS distribution is 90,000 in the metro Detroit market via direct mail and retail racks distribution points in hospitals, senior centers, medical centers, physician, attorneys and realtor offices, homecare agencies, government agencies and other locations. AFS provided the following promotion:

- A half page color ad in Winter/Spring 2015 issue; distributed in January 2015 (A "Save the Date" ad for the 2016 Caregiver Expo has already run in the Winter/Spring 2016 edition.)
- A front cover tease about the expo and a full page color display ad in the Summer/Fall issue of the AFS Directory; distributed in July 2015.

- Online ad banners/links in the Southeastern Michigan search results pages on AlternativesforSeniors.com from July to October 15, 2015.
  - Distribution of 2,500 Caregiver Expo flyers with the Directory to individual requests from July through September.
  - A consumers/industry Save the Date announcement and reminder sent close to the event; estimate 3,500 email addresses
- ❑ **Promotional Expo Flyer** – A two-sided, full color promotional flyer. Distribution: 75,252 copies; 31,000 copies distributed to sponsors, libraries, support groups, disease associations, churches, independent and assisted living associations, at local events, etc.; and 44,252 inserted in the Observer & Eccentric Newspapers on Sunday, September 27 (Farmington Observer, Southfield Eccentric, Birmingham Eccentric) and Thursday October 1 (Novi News, Northville Record, Milford Times, South Lyon Herald and Livingston Daily).
  - ❑ **Self-Mailer Version of Promotional Flyer** – Full color self-mailer. Distribution: 37,500 to households, including a targeted purchased list of Oakland County residents, ages 50 to 65; past attendees of the Caregiver Expo; and participant families of AAA 1-B programs and Interfaith Volunteer Caregivers.
  - ❑ **Web Site Address & Web Banner** – The AAA 1-B promoted the expo on the web at [www.michigancaregiverexpo.com](http://www.michigancaregiverexpo.com), which linked directly to the AAA 1-B website ([www.aaa1b.com](http://www.aaa1b.com)). A banner about the expo was posted on the home page for three monthx leading up to the event.
  - ❑ **Online Media Kit** – The AAA 1-B designed an online media kit on the AAA 1-B website ([aaa1b.com](http://aaa1b.com)), for a four-week period leading up the expo. Media had access to the event press release, caregiver facts, list of exhibitors, and photos of previous events.
  - ❑ **Social Media** – The expo was promoted on the AAA 1-B facebook page and Twitter. Targeted facebook ads were also purchased.
  - ❑ **Radio Advertising** – The Area Agency on Aging 1-B purchased an attractive and well-negotiated radio advertising schedule on eleven major metro Detroit radio stations:
 

NASH 93.1 FM	WNIC-FM 100.3 Adult Contemporary
WCSX-FM 94.7 Classic Rock	WPRZ-FM 102.7 FM Gospel
WDVD-FM 96.3 Today's Best Hits	WWJ-AM 950 News Radio
WDZH-FM 98.7	WJR-AM News Radio 760
WYCD-FM 99.5	WNZK-AM 680 Talk
WOMC-FM 104.3	
  - **305 :60 second radio commercials** about the expo aired during a three-week period prior to the event. Titanium, Platinum, Gold and Silver Sponsors were provided their own schedule of mentions in these ads. Each of the ads contained approximately :45 seconds about the Caregiver Expo and a :15 second tagline promoting corporate sponsors.

- Inclusion on radio stations Community Calendar or Community & Event page

The AAA 1-B's total investment on these ten stations was \$14,700. We received approximately \$3,580 in in-kind media value. The total radio advertising value, with in-kind coverage, was approximately \$18,280.

- **TV Advertising** – A negotiated schedule on television to promote the Caregiver Expo. 63, 30- second TV ads aired during a two-week period during the following programming: WWJ – CBS Morning; WWJ – The Talk WDIV – Today Show; WDIV – Rachael Ray; WDIV – Ellen; WXYZ – Live with Kelly & Michael; WXYZ – The Doctors; WJBK- Wendy Williams;; WJBK –TMZ; WWJ – CBS Saturday Morning; WWJ – CBS Sunday Morning; WJBK – Fox 2 Morning 9 and Fox 2 News at 11 am; WDIV – Local 4 News at 12 noon; WXYZ – Midday Action News; and on Comcast – CNN New Day, MSNBC Morning Joe and Fox News Fox and Friends. Total TV ad investment was \$9,430.

#### 4.4 2015 Advertising and Media Summary

Date	Media Outlet	Details
Winter/Spring 2015 (January 2015)	<b>Alternatives for Seniors</b>	½ page Save the Date ad
Summer /Fall 2015	<b>Alternatives for Seniors</b>	Front cover tease and full page ad inside
August 24 – September 11, 2015	<b>Bulk Distribution of Flyers</b>	31,000 flyers sent to sponsors, libraries, support groups, disease associations, churches, independent and assisted living associations
August 2015	<b>ACCESS, Fall Edition</b>	Feature article with photo and presentation schedule (center spread, pages 4 and 5)
September 13, September 20 and October 4 and 11.	<b>Eccentric Newspapers (Observer &amp; Eccentric Media)</b>	¼ page ad run on each date
September 15, 2015	<b>Direct Mailing of promotional flyer</b>	Mailed to 37,500 households

September 17 and 24 and October 8 and 15	<b>Hometown Newspapers (Observer &amp; Eccentric Media)</b>	¼ page ad run on each date
Sunday, September 27, 2015	<b>Farmington Observer and Southfield Eccentric</b>	21,000 flyers inserted in local papers
Week of September 28 – October 17, 2015	<b>93.1 NASH-FM</b> <b>94.7 WCSX-FM</b> <b>96.3 WDVD-FM</b> <b>98.7 WDZH-FM</b> <b>100.3 WNIC-FM</b> <b>99.5 WYCD-FM 99.5</b> <b>104.3 WOMC</b> <b>102.7 WPRZ-FM</b> <b>680 WNZK-AM</b> <b>760 WJR-AM</b> <b>950 WWJ-AM</b>	Caregiver Expo radio ads began running throughout day
Thursday, October 1, 2015	<b>Novi News, Northville Record, Milford Times, South Lyon Herald, Livingston Daily</b>	19,200 flyers inserted in local papers
October 3 – October 16, 2015	<b>WWJ – CBS Morning</b> <b>CNN –New Day</b> <b>WDIV – Today Show</b> <b>WXYZ – Live with Kelly &amp; Michael</b> <b>WXYZ – The Doctors</b> <b>WDIV – Rachael Ray</b> <b>WJBK- Wendy Williams</b> <b>WDIV – Ellen</b> <b>WWJ – The Talk;</b> <b>WJBK –TMZ;</b> <b>WWJ – CBS Saturday Morning</b> <b>WWJ – CBS Sunday Morning</b> <b>WJBK – Fox 2 Morning 9 and Fox 2 News at 11 am</b> <b>WDIV – Local 4 News at 12 noon</b> <b>WXYZ – Midday Action News</b> <b>CNN New Day</b> <b>MSNBC Morning Joe</b> <b>Fox News Fox and Friends</b>	Caregiver Expo television ads run
Thursday, October 6, 2015	<b>WNZK AM Radio - Ask Your Neighbor</b>	Ask Your Neighbor Host Bob Allison interviews Kathleen Yanik; 30 minutes
October 7 and 8	<b>C and G Newspapers</b>	Story on Caregiver Expo runs across local C and G newspapers

<p><i>October 11 and 15</i></p>	<p><b><i>Observer &amp; Eccentric Newspaper</i></b></p>	<p><i>Story: Annual expo offers resources to family caregivers runs in all editions of Observer, Eccentric and Hometown newspapers</i></p>
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