



**FOR IMMEDIATE RELEASE**  
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**ALLIANCE ON AGING TO HOST LOCAL AUTHORS AT ANNUAL CONFERENCE**  
**Conference Keynote to Address Caregiving, Aging & Healthcare Debate**

**KANSAS CITY, MO** (September 15, 2009) – Caregiving in America will become the social challenge for baby boomers and their families. As the national debate for healthcare solutions progresses in the midst of growing deficits and uncovered costs, the elderly and their adult children must grapple with ever more limited choices in aging. Thirty years of better health and medical advancements has improved life expectancy and when combined with the recent economic losses and increased work- life expectations, gaps in family resources must be closely evaluated.

These topics are the subject of the keynote address to be presented at the annual [Alliance on Aging Conference](#) to be held October 15<sup>th</sup>, 2009. Local authors and entrepreneurs Rebecca MacKinnon and Kristy Wright will highlight the event by delivering the keynote and facilitating break-out sessions.

“Skills, time and money are necessary elements in caring for parents,” says Rebecca MacKinnon, co-Founder of [Sophia, LLC](#). “We focus on helping families appreciate and value communication and family resource planning.”

By 2030, the number of residents in Metro Kansas City aged 65 and older will have increased from 11 percent to 19 percent, and nationally, an estimated 71.5 million Americans will be over the age of 65 – more than twice their number in 2000.

To help address the physical, emotional, financial and social challenges facing the caregiving community, Kansas City's Alliance on Aging will host its annual conference, **Caring for Caregivers**, on Oct. 15 at the Sylvester Powell Center in Mission, Kansas.

Sandra Silva, executive director for the Alliance on Aging, says the conference will serve attendees in two ways; "First, we want to remind everyone that caregiving touches all of our lives. I may be a caregiver today and a care recipient tomorrow," Silva says. "Second, we want to emphasize that caregivers need care, too; from providers, agencies, family members, friends, and most importantly, from themselves."

MacKinnon and Wright, co-authors of the novel [\*If I Were an Only Child\*](#), were asked to address the group based on their personal experiences in caregiving and in writing their novel. Sophia, LLC is a company dedicated to producing and publishing educational materials for aging baby boomers.

In *If I Were an Only Child*, MacKinnon and Wright use storytelling to bring to light the challenges many people must confront as their family members age. While the novel's characters are fictional, the events are relatable to many and serve to open a dialogue about aging within families. At the conference, MacKinnon and Wright will present materials from the book before leading small-group discussions about family councils and communication, legal documents, and the importance of formal and informal health care advocates. The need to share caregiving responsibilities is the unifying message.

Registration fee for the event is \$20 per person and includes refreshments, lunch and a copy of *If I Were an Only Child*. For more information, contact the Alliance on Aging at (913) 236-8700 or visit [www.AllianceOnAgingKC.org](http://www.AllianceOnAgingKC.org).

### **About the Alliance on Aging**

The Alliance on Aging, formerly the Foundation on Aging, is a publicly supported, nonprofit organization dedicated to promoting innovative solutions that impact the lives of older adults in metropolitan Kansas City. To learn more, visit [www.AllianceOnAgingKC.org](http://www.AllianceOnAgingKC.org).

## **About Sophia, LLC & Advanced Living<sup>SM</sup>**

[Sophia, LLC](#) was created when two friends, [Kristy Wright and Rebecca MacKinnon](#), came together and began discussing the common issues of career, family, retirement, aging parents,... and it went on and on. They began to realize that these were universal issues being faced by the largest generation the world has ever known; the Baby Boomers. As a result of their kindred spirit and common passions, Wright and MacKinnon authored IF I WERE AN ONLY CHILD in 2008. To aid in the continued dialogue among families, the two created Advanced Living<sup>SM</sup> whose mission it is to provide education, curriculum, content and materials to families and communities struggling with aging and maturity.

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