



THE CARING GENERATION™ CAPTURES #1 RANKING

GOLDEN, CO., November 5, 2009 – [The Caring Generation](#)™ captures #1 ranking for Sunday morning programs on [630 KHOW](#), Denver's Talk Station and continues to build a loyal listening audience.¹ The program introduced May 2009 as Parenting Your Parents initially targeted adult children caring for parents. Overwhelming audience response from older adult listeners led the program creator and host, Pamela D. Wilson, to develop a new name more appropriate for a broader audience. The program was re-introduced as The Caring Generation in October 2009. The Caring Generation seeks to build a vibrant community of family caregivers eliminating boundaries of generational differences by providing education and stories, all with an underlying lesson.

Pamela D. Wilson, [The Care Navigator](#), gives listeners permission to talk about the challenges and fears of caregiving. The program features stories each week, for example Mrs. Physon and the Second Graders, that are also posted on the website under the headline The Caring Generation Tales. Pamela's storytelling inspires and instills confidence in listeners that caregiving, while stressful and chaotic at times, is manageable. The Caring Generation airs weekly on Sunday from 10-11am MST.

The Caring Generation serves as a conversation starter for individuals unsure how to navigate caregiving and aging issues by allowing them to invite family members to listen. The program can be accessed live on Sundays from 10-11am MST from locations with internet access by visiting <http://www.khow.com> and clicking on the "listen live" button. Featured weekly on the website are Top Ten lists, the Caring Controversy and Caregiver Forums. Past programs and stories are archived and available for download on the program website, <http://www.thecaringgeneration.com>.

The success of the program confirms the desire of the public to receive relevant and practical education relative to caregiving. Pamela is a natural on-air talent connecting with the audience on a personal level to allow discussion of very difficult and emotional subjects in a respectful yet direct manner. During the past ten years, Pamela has helped adult children and older adults navigate issues of caregiving, health care and aging to arrive at positive solutions.

Sponsors for The Caring Generation include Argus Home Health Care, Colorado State Bank and Trust, Colorado Community Hospice and Jim Lockard Transport.

Pamela D. Wilson, CSA, MS, BS/BA guides individuals and corporations to navigate the challenges of caregiving. She may be reached at (303) 205-7877 or by email at pamela@thecarenavigator.com.

1) Source: Arbitron September 2009