



Long Term Care Insurance Specialists

FOR IMMEDIATE RELEASE

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LTC Financial Partners, Advising UT Residents, Sponsors “Stories of Celebrity Caregiving,” Now Available Online

Salt Lake City, UT June 26, 2014 – An online collection, “Stories of Celebrity Caregiving,” is now available without charge. Sponsored by LTC Financial Partners and published by the Long Term Care Guild, it’s a concise set of links to caregiving experiences and advice of movie stars, politicians, and other luminaries.

“We’re sponsoring it as a public service,” says Jess Wilson, UT-based agent with the company, “because it offers a pleasant, inspiring way for the ‘rest of us’ to prepare to care.”

Celebrities are just like everyone else, Wilson points out. They face the prospect of someday needing to provide long term care for an incapacitated parent, spouse, or other loved ones.

“In one way, celebrities are different, though,” says Wilson. “They all have a stage, and they use it to reach out, help and encourage others.” The trouble is, their stories are scattered all over the web. The online resource brings some of the best together in one convenient place.

For example, the collection includes links to --

- “21 Celebrity Caregivers” from Babble (courtesy of Disney),
- “First Lady Caregivers” from the Alzheimer’s Association, and
- “8 Inspiring Celebrity Caregivers Who Put Family First” from Yahoo Shine.

There are also links to videos featuring actor Seth Rogen, talk show host Leeza Gibbons, TV personality and author Joan Lunden, and others.

“Stories of Celebrity Caregiving” is available now at <http://lctcguild.ning.com>. (Visitors may also join the LTC Guild for more information. There’s no charge.)

The Long Term Care Guild is a professional network where long term care and allied advisors meet, form local chapters, plan meetings, and share information with the public.

Jess Wilson is a leading long term care solutions agent in UT, serving consumers as well as organizations. “We’re glad to help them find the best, most affordable solution for their situation,” Wilson says. Information is available from Wilson at jess.wilson@lctcp.net, <http://JessWilson.lctcp.com> or 888-599-9339.

In California the company is known as LTC Partners & Insurance Services; in other states, as LTC Financial Partners. The corporate website: <http://www.lctcp.com>.

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