

ABOUT GARY BARG
And the Story Behind
TODAY'S CAREGIVER MAGAZINE and caregiver.com

In 1995, he was a successful, award-winning video producer living in Atlanta when he returned to Miami to help his mother care for his grandparents. Four years earlier, his mother had cared for his father, who had developed cancer in 1990 and passed away in 1991.

It was while helping his mother with his grandparents that he realized that although much was being done to help the sick person, the needs of the caregiver often went unnoticed. One day, as he sat in a restaurant facing stacks of nursing home brochures, pamphlets from the state and insurance forms, it occurred to him that there should be a single source for information for caregivers.

Thus was born the idea for *Today's Caregiver*. He gave up his video career and stayed in Florida to create and launch the magazine. It became his life's work, and a family business when his mother joined him as Executive Editor. Barg immersed himself in the field, and made himself an expert on all topics related to caregiving --- medical, legal, financial and emotional.

The first issue was published in July, 1995. The magazine has featured cover stories and interviews with celebrities coping with the same issues as readers, including Rob Lowe, Former First Lady Rosalynn Carter, Dana Reeve, Clay Aiken, Barbara Eden and Debbie Reynolds.

Barg has appeared nationally on radio and television programs, including NBC's *Today Show* and has spoken to a wide variety of organizations including the Scleroderma Association conference, Alzheimer's Association conference, AARP conference, 204 Fearless Caregiver conferences and the National Huntington Disease Association conference.

Barg's books are **The Fearless Caregiver**, *How to Get the Best Care for Your Loved One and Still Have a Life of Your Own*, **Caregiving Ties that Bind** and **You Are Not Alone**.

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