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# PRESS RELEASE

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## **“KARI BERIT EMPOWERS FAMILIES TO RECONNECT WITH LOVED ONES THROUGH HUMOR, COMMON SENSE, AND MEANINGFUL DIALOG”**

*Berit is the author of The Unexpected Caregiver and she has been reviewed by Minneapolis Star Tribune, New York Times, and St. Petersburg Times*

MINNEAPOLIS, MN – According to audience members, The Kari Berit Experience is humorous, thought provoking and kind. The audience can sense that she has one goal: To create meaningful dialog between generations with the goal of creating healthy boundaries.

In 1996, Berit and her partner Eric Ramlo launched Age in Motion with the goal of reaching older adults as well as those caring for them. Berit has worked with several organizations to create adult friendly organizations. She works to train sales staffs, educate corporations about different generations, as well as create adult friendly programs.

In 2007, Berit wrote her second book, The Unexpected Caregiver. She recognized that caregiving is a concern for 78 million Baby Boomers and the book gives simple, common sense tips and tools to help caregivers. She also works with Boomers at workshops to help them discuss emotional issues.

Some of the issues she discusses include:

- Lifestyle issues
- Mobility challenges
- End of life preferences
- Financial issues such as wills and directives

Berit looks at herself as a catalyst to create a comfort zone for Boomers and their parents.

“I make it safe to talk about ‘elephant issues’ in a positive setting,” said Berit. “This enables families to have an open dialogue about issues that affect their lives and as a result we can make a difference in their lives.”

For more information about Kari Berit go to [www.KariBerit.com](http://www.KariBerit.com).