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American Brain Tumor Association Partners with Lotsa Helping Hands to Launch Caregiver Support Tool

*New Online Community for Caregivers and Volunteers Launched
During National Family Caregivers Month*

Wellesley, Mass. (November 19, 2012) – The American Brain Tumor Association (ABTA) and Lotsa Helping Hands today announced a partnership to support caregivers of patients with brain tumors through free online caring communities. Powered by Lotsa Helping Hands, *MyCaringLink* enables a family member, friend, colleague, or neighbor to create a private, online community to help caregivers organize help from their friends and loved ones during times of medical crisis or exhaustion when daily tasks become a challenge.

An estimated 66,290 new cases of primary brain tumors – those that begin and tend to stay in the brain – are expected to be diagnosed in 2012. Often, other cancers including lung and breast metastasize to the brain.

“We admire the leadership of the American Brain Tumor Association in addressing and funding brain tumor research, while also understanding the major role caregivers play for patients living with this diagnosis. This November, during National Family Caregivers Month, the ABTA is extending its commitment to caregivers of patients with brain tumors and we are proud to be part of the solution,” said Brooks Kenny, Lotsa Helping Hands CMO and Founding Team member. “Two years ago we launched our nonprofit partner program connecting community members to resources from leading organizations, and we’re looking forward to working with the American Brain Tumor Association. Together, we’ll ensure that through community, everyone who needs help receives it, and anyone who wants to lend a hand has an easy way to help.”

Lotsa Helping Hands is a free resource that powers offline help online through the creation of Private websites featuring a Help Calendar for organizing tasks, Community Building features to promote emotional support, and a Vital Information section that provides a safe and practical way to keep track of medical records as well as financial and health information. Since 2005, Lotsa has powered the completion of 2.9 million tasks, all providing [caregiver support](#). Each *MyCaringLink* community is completely customizable based on the needs of each specific caregiver. Once approved, family, friends, and neighbors can sign-up and be responsible for specific tasks. The American Brain Tumor Association provides resources and information specific to brain tumors in these communities.

“The challenges that caregivers face—as well as the vital role that they play in the lives of brain tumor patients—is all too often unrecognized or underestimated,” notes Diana Sullivan, RN, BSN, director of national programs and services for the ABTA. “Caregiving is a journey in and of itself, and caregiver stress can be overwhelming. It is our hope that by helping caregivers to better leverage the many support

networks they already have, our new MyCaringLink tool will help alleviate some of that stress and allow caregivers to focus on providing comfort and care to their loved ones who are living with a brain tumor.”

The American Brain Tumor Association joins the Alzheimer’s Association, American Lung Association, American Parkinson Disease Association, The Leukemia & Lymphoma Society, Muscular Dystrophy Association, National Family Caregivers Association, and National Health Council as a Lotsa Helping Hands premier partner.

Caregivers and volunteers in *MyCaringLink* communities join nearly 1.3 million Lotsa Helping Hands members operating in Lotsa communities across the country. To learn more about brain tumors and to create your own caring community, visit the American Brain Tumor Association website at www.abta.com and Lotsa Helping Hands at www.lotsahelpinghands.com.

About Lotsa Helping Hands

Lotsa Helping Hands powers Private and Open online caring communities that help restore health and balance to caregivers’ lives. More than 65 million people serve as caregivers for aging loved ones and those with chronic disease or disability. The free service brings together caregivers and volunteers through online communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need. To date, nearly 1.3 million members have lent a hand through a Lotsa Helping Hands community and more than 50 national nonprofit organizations partner with Lotsa to support caregivers. For more information about Lotsa Helping Hands, visit www.lotsahelpinghands.com.

About the American Brain Tumor Association

Founded in 1973, the American Brain Tumor Association (ABTA) was the first national nonprofit organization dedicated solely to funding brain tumor research. For nearly 40 years, the ABTA has provided critical funding to researchers working toward breakthroughs in brain tumor diagnosis, treatment and care, and is the only national organization providing comprehensive resources that support the complex needs of brain tumor patients and caregivers. For more information, visit www.abta.org.

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