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**Medical Identification Jewelry for Family Caregivers Protecting Care Recipients
in Case of Emergencies**

Washington D.C. - November 20, 2006: Family caregivers are currently providing more than 80 percent of all long-term care services for other family members or friends that are chronically ill, disabled, or frail. Because of that, these care recipients are endangered if something happens to their family caregiver. That's why, the National Family Caregivers Association (NFCA) and American Medical ID, makers of customized medical jewelry, have announced a partnership to promote the use of medical identification jewelry for family caregivers.

There are more than 50 million family caregivers in America and in many cases, their loved one can only be left alone for a few hours because they must take medications or get assistance with bodily functions at specific times of the day. In these situations, there is a very real fear that if something happens to the family caregiver, something also will happen to their care recipient.

“While it is more common for a chronically ill person or someone with a serious allergy to wear medical ID jewelry, it is equally important for the family caregiver to wear information that states ‘I care for someone who needs urgent attention’, in the event they become sick or injured themselves,” said Rick Russell, president and CEO of American Medical ID.

Studies have shown that more than 95 percent of emergency responders report they look for a medical ID. In emergencies, patients may not be in a position to speak for themselves and medical identification becomes a crucial informational tool.

“This is a great alliance for us. Medical IDs for family caregivers do three things. They help keep care recipients safe. They are an acknowledgment of the key role family caregivers play in our healthcare system and they provide some peace of mind for family caregivers themselves. November is National Family Caregivers Month and so this partnership is extremely timely,” said Suzanne Mintz, president and co-founder of the National Family Caregivers Association, and a family caregiver herself. “NFC Month draws attention to the unique challenges family caregivers face as they juggle their own health needs with those of their loved ones.”

About National Family Caregivers Association (NFCA)

The National Family Caregivers Association is dedicated to improving the overall quality of life of caregiving families and has championed family caregiving as a lifespan issue since its inception in 1993, addressing the common concerns of family caregivers that persist across the boundaries of diagnoses, relationships and life stages. Visit www.thefamilycaregiver.org or call (800) 896-3650 for more information.

About American Medical ID

American Medical ID creates a wide variety of medical IDs in various metals and styles, each personalized with free engraving. Customers can engrave the medical information that needs to be known in an emergency, such as information on medical conditions, prescription medicines, food and drug allergies, and physician and emergency contact information. For more information, visit www.IdentifyYourself.com or call 1-800-363-5985.

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