



PRESS RELEASE

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September 21, 2015

Contact: Gina Flores, Marketing Communications Specialist
27911 Franklin Parkway | Valencia, CA 91355 | 661.294.4297
www.shieldhealthcare.com

SHIELD HEALTHCARE ANNOUNCES 15th ANNUAL CAREGIVER STORY AND VIDEO CONTEST

Valencia, CA – Shield HealthCare, a leading provider of home-delivered medical supplies, is celebrating a milestone year of its annual caregiver story contest on “What Makes Caregiving Rewarding?”

In this 15th anniversary year, Shield HealthCare is excited to announce the addition of video entries to encourage interactive caregiver story sharing. With more than 3,500 caregiver stories received over the years, the “What Makes Caregiving Rewarding?” contest continues to deliver a supportive forum for caregivers- both family and health care professionals, to share a glimpse into their lives and describe the personal rewards of their daily efforts.

The top three written story winners and top three video winners of Shield HealthCare’s “What Makes Caregiving Rewarding?” story contest will each receive a \$500 American Express Gift Card and a 1-year subscription to *Today’s Caregiver Magazine*. The three written story runners-up will also be awarded the magazine subscription and a \$150 American Express Gift Card. For the full contest details, online entry and official rules, please visit www.shieldhealthcare.com/caring.

Last year’s Grand Prize caregiver story contest winners included mothers from California and Texas caring for their child with special needs and a Denver woman caring for her 99-year-old grandmother.

2014 Grand Prize Story Contest Winner, Patricia G., caregiver for her daughter with special needs wrote:

“I understand what matters most: that even if Katie never develops to the level of many other children that she develop to the greatest possible level that she can. The reward is in knowing that I have been the best parent and caregiver that I can be and that Katie has the opportunity to enjoy a full life. Her smiles, laughs and hugs reinforce that we are being successful in that endeavor and that she is being successful in the sheer exercise of living. A goal we all can embrace.”

Shield HealthCare’s Chief Marketing Officer, Roger Miller continues to be impressed at the outpouring of caregiver response to the annual story contest. He shared, “Any business should have a good understanding of their customer base, but in Shield HealthCare’s case, we are immersed in both the day-to-day joys and challenges of caregivers in our communities. These folks selflessly represent and advocate for end-users. The appreciation and caregiver insight we gain from this contest is an education in human empathy beyond measure.”

About Shield HealthCare

Shield HealthCare’s mission is to serve the medical supply needs of patients at home with compassion and exceptional customer service. At the heart of Shield Healthcare is a corporate culture of caring and committed employees. With more than 58 years of medical supply experience serving the caregiving community, Shield HealthCare is a recognized leader in Incontinence, Urological, Ostomy, Enteral Nutrition, Wound Care, and Breastfeeding supplies. With ten sales locations serving California, Colorado, Illinois, Texas and Washington, Shield HealthCare is actively engaged in local communities to educate, inspire and support caregivers and families with chronic medical needs.

Visit shieldhealthcare.com/community to learn something new!

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