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### FOR IMMEDIATE RELEASE

# Betty the Bald Chicken: Lessons in How to Care by Lori La Bey and Scott Carlson

Betty the Bald Chicken was inspired by Lori La Bey's journey caring for her mother who lived thirty years with Alzheimer's disease, but this book is not limited to those dealing with dementia. Betty's story applies to almost every human situation from illness, bullying, mental health, emotional well-being, addictions, divorce, and death, to everyday struggles of not feeling like we fit in, or we are not understood. This children's book is filled with beautiful illustrations that engage all ages by highlighting the roller coaster of emotions we all go through.

Betty the Bald Chicken teaches people of all ages we have much more in common with one another than we are different. The questions in the back of the book help us talk with our children about the ripple effect our choices have on others, even if we don't know them. It opens the conversation to take decision-making seriously and how others will think about us based on our choices.

We truly hope you find Betty's journey helpful to you, your family, friends, and clients as we try to live graciously together.

## What People are Saying:

"My four- and seven-year-old grandsons became engaged as we read the book, Betty the Bald Chicken. When we got to the question section, our seven-year-old shared with us that sometimes he can't find his friends at recess, and that makes him sad, just like Betty. It allowed us an opportunity to listen to him, support him, and help him problem-solve how he might deal with that situation."

### ~ Jan Martland - Murphy - Retired RN and Grandma

~Scott Carlson, from St. Paul, Minn., is an award-winning journalist and writer. He worked for nearly 30 years at the St. Paul Pioneer Press as a government and business reporter. Currently managing editor of the Park Bugle community newspaper, Scott is the author of Twin Cities Beer: A Heady History and is pursuing other book projects.



**~Lori La Bey** is the founder of Alzheimer's Speaks, a Minnesota-based advocacy group and media outlet making an international impact. Her goal is to shift dementia care from crisis to comfort by giving voice to all and raising those voices to enrich lives by sharing critical information, personal stories, resources, products, and tools from people and organizations at all levels around the world.

La Bey.has been recognized by Oprah as a Health Hero, Maria Shriver as an Architect of Change, Sharecare as the #1 Influencer Online for Alzheimer's, AARP MN as an Inspiring Leader and Disruptor, along with the National Institute of Dementia Education to name a few. Her radio show has been repeatedly named the #1 radio/podcast focusing on dementia. Visit her website to access FREE educational resources, Alzheimer's Speaks Radio, or schedule an event with Lori https://alzheimersspeaks.com/

Betty the Bald Chicken: Lessons in

**How to Care** 

By Lori La Bey and Scott Carlson

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