

“Sandwich Generation” gets guilt relief and rekindles closeness with parents

By Russ Jones

Christian Press

MOUNTAIN VIEW—Caring for the needs of a parent can bring challenges. About one-third of adult children live more than 60 miles away from their aging parents.

Adults in the sandwich generation—those who

juggle caring for their own children and their aging parents—often feel their senior parents miss out on family communications. That’s because their parents are part of the 63 percent of Americans ages 65 and older who don’t go online. While grandparents wait days or weeks to receive grand kids’ prom pictures in the mail, email delivers photos to younger, tech-friendly family members in an instant.

“My cousin in Arizona and I purchased Presto as a gift for our 97-year-old grandfather in Northern Maine,” said John L. from Layton, Utah—one of tens of thousands of Presto users. “I’m in the Air Force and move around a lot, so it’s very convenient to email my grandfather whenever and wherever I like. We now have over 25 family members scattered throughout the United States and Canada that send him emails regularly. Presto has made a profound impact on his quality of life.”

Presto bridges the communication gap between

At a cost

53% feel forced to choose between caring for their children or caring for their parents at least once a week

20% feel they must choose to care for one or the other every day of the week

40% believe that their parents did a better job of balancing multi-generational care giving than they do

tech-savvy families and their tech-shy seniors and helps alleviate the guilt many adult children feel because they aren’t in contact with their aging parents as often as they would like. Coupling a Hewlett Packard Printing Mailbox

and Presto Mail Service enables family members to send email, family photos, encouraging Scripture, inspirational messages and more to seniors without the hassle and expense of the senior needing a computer and Internet connection.



The Printing Mailbox



The Printing Mailbox is easy to set up and simple to use. All dad or mom needs is an existing phone line and an electrical outlet.

“Feeling guilty that they aren’t doing enough for their parents or their kids, time-stressed members of the sandwich generation say they want a sense of connection with their parents,” said Peter Radsloff, a vice president with Presto. “Since we can’t be everywhere at once, Presto offers a bit of a reprieve and makes it easy to share special moments, pictures or a note just to say hi.”

Presto was founded in 2004 to help families and friends stay better connected by making it easier for them to share digital content. For more information see presto.com.

Fast senior facts

Seniors aged 85 and older are the fastest growing segment of the U.S. population—increasing from 4.2 to 7.3 million by 2020(4)

More than three-quarters of baby boomers are concerned about their parents’ ability to age in place and live independently (5)

63% of boomers say they are providing some kind of help or support for their parents (6)