



CARE

A film by Deirdre Fishel

**TV Broadcast Premiere on AMERICA REFRAMED
Tuesday, September 5, 2017 at 8 p.m. on WORLD Channel**

“Timely and touching... Fishel captures the day-to-day routines of domiciliary care with intimacy and compassion... It is an indictment of the system... (and) a celebration of those who do this vital but unheralded work.” – Daniel Palmer, *The State of the Arts Review*

“A powerful tale of dedication in the face of desperation...”
– Cynthia Dagnal Myron, *The Huffington Post*

July 11, 2017 – (New York, NY) – Even though we don’t want to think about it, if we’re lucky enough to live a long life, we’ll need help. Ninety percent of Americans want to age at home, but with families spread apart and adult relatives working long hours, who will provide the care?

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CARE, the acclaimed feature documentary by Deirdre Fishel and Tony Heriza, pulls back the curtain on the largely unseen world of paid home care. With a verité eye, it follows the stories of care workers and their clients. **CARE** will have its national television broadcast premiere on [AMERICA REFRAMED](#) on Tuesday, September 5, 2017, at **8 p.m.** on WORLD Channel ([check local listings](#)). The documentary series is dedicated to highlighting intimate stories by emerging and veteran filmmakers who are chronicling an ever-changing America.

The broadcast premiere will be followed by free streaming for audiences across the U.S. at www.worldchannel.org/americareframed starting on September 6th.

In the film, we meet undocumented-careworker Vilma and her 93-year old client, Dee. We go to work with Laurie, mother of 5, who tends to wheelchair-bound Larry in a rural Pennsylvania town. In Manhattan, we meet Toni and her husband, Peter, who suffers from severe Parkinson’s.

Through these personal stories **CARE** depicts the social importance of home-based care and exposes a broken system, where workers make poverty wages and elders and their families struggle to pay for the care they need. The film also reveals the



beginning of a movement to improve how we care—both for the growing number of older adults and for those who make their lives livable.

“As I began to investigate the world of paid home care,” said director Deirdre Fishel, “I was shocked by what I found; a largely unregulated system, confusing to navigate and totally uncovered by Medicare. With our elder population soaring, I assumed someone had to be making a film about this, but when I realized they weren’t, I started right away. This issue needs to be on the public agenda. Our country will soon be facing a tsunami of need and we’re totally unprepared for it.”

From 2005-2015, the 65 and over population increased by 30% to 47.8 million; it is expected to double to 98 million in 2060. The 85+ population is expected to triple from 6.7 million in 2015 to 14.6 million in 2040. (Source: Forbes.com)

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Media Contacts

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Film Credits

Director: Deirdre Fishel

Producer: Tony Heriza

CARE was produced by Mind’s Eye Productions with co-production partner Independent Television Service (ITVS)

About AMERICA REFRAMED

AMERICA REFRAMED is a co-production of the WORLD Channel and American Documentary, Inc.

AMERICA REFRAMED curates a diverse selection of films highlighting innovative and artistic approaches to storytelling from emerging and veteran filmmakers alike. Viewers will be immersed in personal stories from the streets of towns big and small to the exurbs and country roads that span the spectrum of American life. The documentaries invite audiences to reflect on topics as varied as culture, healthcare, politics, gun violence, religion and more.



An award-winning documentary series, AMERICA REFRAMED is the recipient of a Christopher, a GRACIE, and several Telly and Cine Golden Eagle Awards, as well as nominations for an EMMY, Independent Documentary Association, and Imagen Award.

AMERICA REFRAMED Series Credits

Executive Producers: Justine Nagan, Chris Hastings, Chris White
Series Producer: Carmen L. Vicencio

AMERICA REFRAMED can be accessed online via
<http://worldchannel.org/programs/america-reframed/>
and,
<https://www.facebook.com/WorldChannel>
<https://www.facebook.com/AmericaReFramed>

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AMERICA REFRAMED Co-Producers

American Documentary, Inc. (AmDoc) is a multimedia arts organization dedicated to creating, identifying and presenting contemporary stories that express opinions and perspectives rarely featured in mainstream media outlets. AmDoc is a catalyst for public culture, developing collaborative strategic engagement activities around socially relevant content on television, online and in community settings. These activities are designed to trigger action, from dialogue and feedback to educational opportunities and community participation. AmDoc is a 501(c)(3) not-for-profit organization. For more information, visit: www.amdoc.org

The WORLD Channel delivers the best of public television's nonfiction, news and documentary programming, including original content by and about diverse communities, to U.S. audiences through local public television stations and streaming online at worldchannel.org. WORLD reached 35.8 million unique viewers 18+ last year (55% adults 18-49) and over-indexes in key diversity demographics. Online, the WORLD Channel expands on broadcast topics and fuels dialogue across social media, providing opportunities for broad and diverse audience interaction.

WORLD is programmed by WGBH/Boston, in partnership with American Public Television and WNET/New York, and in association with PBS and National Educational Telecommunications Association. Funding for the WORLD Channel is provided by the Corporation for Public Broadcasting and The Kendeda Fund. Additional support for America ReFramed is provided by The John D. and Catherine T. MacArthur Foundation, The Wyncote Foundation and the National Endowment for the Arts (NEA).

For more information about The WORLD Channel, visit www.worldchannel.org

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AMDOC
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worldchannel.org