

## Joan Lunden

Special Correspondent on NBC's Today Show & Former Host of ABC's Good Morning America

An award-winning journalist, best-selling author, motivational speaker, and women's health and wellness advocate, Joan Lunden has been a trusted voice in American homes for more than 30 years. For nearly two decades, Lunden greeted viewers each morning on, *Good Morning America*, bringing her unique insights to the day's breaking news stories and hot topics. As the longest running female host ever on early morning television, Lunden reported from 26 countries, covered five American presidents, five Olympic games, and kept Americans up-to-date on how to care for their homes, their families, and their health.

Lunden continues to be one of America's most recognized and trusted personalities. She is a special correspondent on the *TODAY Show*, host of the CBS series, *Your Health*, and a sought-after keynote speaker and event host throughout the country. On her website JoanLunden.com and social media channels, women interact with her every day about health, wellness, lifestyle tips, family, and boomer information.

In June of 2014, Lunden was diagnosed with triple negative breast cancer, which required chemotherapy, surgery, and radiation. An eternal optimist, Lunden wanted to turn her diagnosis into an opportunity to help others. She blogged throughout her cancer treatment and wrote a memoir, *Had I Known*, which documents her battle, and reflects on her life and career. Lunden serves as an ambassador for Amgen's Breakaway from Cancer, advocates for patients on Capitol Hill, and actively communicates with the cancer community through her social media and on her website.

As a part of the sandwich generation, Lunden's demographic is far-reaching. She is a mother of seven including two sets of teenager twins. Like many Boomers in America she has juggled being a working mom while caring for an aging parent, and brings this experience to her role as the spokesperson for the nation's leading senior referral service, A Place for Mom, a company helping caregivers and families find the right care and resources for their loved one.

One of the most visible women in America, Lunden has graced the covers of more than 60 magazines and book covers.

Lunden has served as national spokesperson for various organizations such as The American Heart Association, Mothers Against Drunk Driving, The American Lung Association, The American Red Cross, The American Academy of Pediatrics, and The Colon Cancer Alliance.

Joan Lunden has written many best-selling books including, *Had I Known; Chicken Soup for the Soul: Family Caregiving, Growing Up Healthy: Protecting Your Child From Diseases Now Through Adulthood, Wake-Up Calls; A Bend in the Road is Not the End of the Road, Joan Lunden's Healthy Living, Joan Lunden's Healthy Cooking, Mother's Minutes, Your Newborn Baby*, and *Good Morning, I'm Joan Lunden*. She also hosts the exercise video, Workout America.

Joan Lunden truly exemplifies today's modern working woman.