

## About Laura and Janet Greenwald

Jan and Laura are one of the only mother/daughter writing teams in the entertainment industry. They began their careers in production on network sitcoms at MGM and Warner Bros and are currently developing their own original movies and television series through their production company Lion And The Rock Entertainment.

The Greenwalds were introduced to emergency readiness the hard way, when a 737 crashed across the street from our home, immediately followed by years living in earthquake-prone Southern California. But it was a medical situation – one that took the life of their mother & grandmother, Elaine Sullivan – that propelled them into new territory.

When Elaine's hospital failed to notify them of her hospitalization they were not only prevented from being at her side, but they were also kept from preventing the drug interaction that took Elaine's life.

After uncovering a loophole in the laws which regulate the notification of the next of kin of hospital patients, Laura & Jan joined forces with legislators in Illinois and California to enact three Next of Kin Laws, before creating [Notify In 7](#), a training program that provides hospital professionals with the skills they need to notify and reunite trauma victims with their loved ones, quickly and easily. Hoping to keep other families from experiencing the same thing they had, they turned their story into a screenplay called [Without Consent](#).

Using the knowledge they gained from *Notify In 7*, the duo went on to author the books *The Backup Plan 3.0*, *Get Your Stuff Together*, *Connected* and *Ready*.

Between their books, blog and website, over 700,000 people have used Jan and Laura's shortcut sheets, action plans and materials to keep themselves, their homes, their families and the things that they love, safe and secure.

Laura Greenwald & Janet Greenwald, Lion And The Rock Entertainment [laura@getyourstufftogether.com](mailto:laura@getyourstufftogether.com) | 310-770-8674