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Leading In-Home Senior Care Company to Host a Free Educational Webinar in September for Caregivers on the Topics of Alzheimer's and Dementia

The next installment in Home Care Assistance's Healthy Longevity Webinar Series will be presented by renowned dementia expert Dr. Judith London on Wednesday, September 12th at 11amPDT/2pmEDT. The Webinar will focus on communication and caregiving techniques for those caring for a loved one with dementia.

(Palo Alto, CA – August 16, 2012) – If you are a caregiver helping a loved one cope with Alzheimer's or dementia, you are not alone. Over 15 million family members throughout North America provide some level of Alzheimer's or dementia care. In observance of Alzheimer's Awareness Month, Home Care Assistance will be hosting a free webinar on Wednesday, September 12th at 11 AM Pacific, 2 PM Eastern to help educate family caregivers on effective communication techniques and practical tips for managing the evolving needs of a loved one with dementia. By being proactive and identifying potential problems that dementia sufferers may encounter, caregivers can better provide for their safety and wellbeing.

The webinar will feature renowned dementia expert Dr. Judith London, a licensed psychologist with over two decades of experience in the field of Alzheimer's and related dementia research and the author of *Connecting the Dots: Breakthroughs in Communication as Alzheimer's Advances*. To register for the webinar, please visit <http://homecareassistance.com/alzheimers-awareness> and reserve your spot today.

"We're so excited to have Dr. London speak to our audience of thousands of family caregivers," said Lily Sarafan, President of Home Care Assistance. "Caring for a loved one with Alzheimer's can be a physically and emotionally trying experience. Providing public education to reduce caregiver burnout and improve quality of life is clearly in line with our mission to change the way the world ages."

September's webinar on the topics of Alzheimer's and dementia is the third installment in Home Care Assistance's Healthy Longevity Webinar Series. The series brings experts from a diverse spectrum of health and wellness fields to the company's clients and the wider community in an engaging and informative format. The premise driving the webinar series is that individuals who are well-informed will make better health decisions, become active partners with their healthcare professionals in promoting their own health and encourage loved ones to also engage in healthy lifestyle behaviors. The webinars are offered free to the public as part of our broader education initiative, through which we actively provide information and resources around topics related to aging, wellness and quality of life.

For more information about Home Care Assistance, visit www.HomeCareAssistance.com. For additional resources for family caregivers, call a local Home Care Assistance office at [1-866-454-8346](tel:1-866-454-8346) and speak to one of the care managers today.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.