



Media Contact:

Kathryn Zakskorn

Director of Franchise Marketing

650-462-9501

kzakskorn@homecareassistance.com

Home Care Assistance to Sponsor the 2nd Annual General Meeting of the Alzheimer Society of Waterloo & Wellington Regions

In line with their mission to change the way the world ages, Home Care Assistance Waterloo will sponsor the General Meeting of the Alzheimer Society to help raise awareness around Alzheimer's care and seniors living safely in the community

(Kitchener, Ontario – September 8, 2015) [Home Care Assistance Waterloo](#), the trusted provider of in-home care, is sponsoring the upcoming Annual General Meeting of Alzheimer Society of Waterloo & Wellington on Monday, September 14th at Stanley Park Community Centre in Kitchener. Home Care Assistance prides itself on being a positive contributor to the communities it serves, with a focus on social responsibility and education around topics related to aging, wellness and quality of life. Fulfilling this role, Home Care Assistance hopes local community members will join in the effort to raise awareness around Alzheimer's care and prevention.

"We are excited to partner with Alzheimer Society of Waterloo & Wellington and sponsor the 2nd Annual General Meeting," said Angie Kunnath, Owner of Home Care Assistance Waterloo. "Our common objective is to raise awareness around the support system that exists for people with dementia. Home Care Assistance's mission is to change the way the world ages, through innovative offerings such as proprietary Balance Care Method™, which is based on scientific studies of lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, research based activities program, designed to help delay the onset of cognitive decline."

As of 2015, 47.5 million people worldwide are living with dementia. The global number will increase to an estimated 75.6 million in 2030, and will almost triple by 2050 to 135.5 million.¹ There are currently over 700,000 Canadians living with Alzheimer's disease and other dementias, which is 14.9% of Canadians 65 and older.² Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's or dementia sufferers, as well as their caregivers.

To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health, as well as delay the onset and slow the progression of symptoms of cognitive decline. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills,

recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

The 2nd Annual General Meeting is designed to raise awareness around the safety of people living with dementia in the Waterloo & Wellington communities. The event will showcase a collaborative presentation by Waterloo Regional Police Service, Victim Services of Waterloo Region, Murray Alzheimer Research and Education Program (MAREP) and the Alzheimer Society. This presentation will provide useful tips and information on living safely in the communities, featuring Finding Your Way program and the dementia-friendly communities' initiative.

For more information about Home Care Assistance Waterloo, visit www.HomeCareAssistanceWaterloo.ca or call 519-590-2792 to speak with a care manager. The office is located at 324 Highland Rd W, Unit 12A in Kitchener, Ontario.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. 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 2015 Inc. 5000 and 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.

References:

- 1 Dementia Fact Sheet (March 2015), World Health Organization, <http://www.who.int/mediacentre/factsheets/fs362/en/>
- 2 A new way of looking at the impact of dementia in Canada. Alzheimer Society, 2012