



**Media Contact:**

Kathryn Zaskorn

Director of Franchise Marketing

650-462-9501

[kzaskorn@homecareassistance.com](mailto:kzaskorn@homecareassistance.com)

## **Home Care Assistance Regions Support the 2<sup>nd</sup> Annual General Meeting of Alzheimer Society of Waterloo & Wellington Regions**

*In line with their mission to change the way the world ages, Home Care Assistance raises awareness around Alzheimer's care and safe living in the community*

**(Kitchener, Ontario – September 24, 2015)** – [Home Care Assistance Waterloo](#), the trusted provider of in-home care, sponsored the Annual General Meeting of the Alzheimer Society of Waterloo & Wellington on September 14<sup>th</sup> 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.

“Our common objective is to raise awareness around the support system that exists for people with dementia,” said Angie Kunnath, Owner of Home Care Assistance Waterloo. “Home Care Assistance’s mission is to change the way the world ages through innovative offerings such as the proprietary Balanced Care Method™, which is based on scientifically studied lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, a research based activities program designed to help delay the onset of cognitive decline.”

“Living Safely in the Community” was a collaborative presentation by Eric Wertz of the Waterloo Regional Police Service, Lisa Loiselle of the Murray Alzheimer Research and Education Program (MAREP) and Robin Smart of the Alzheimer Society Waterloo Wellington. Victim Services of Waterloo Region is an important member of this team but was unavailable to present at the event. All of these partners share a united vision of supporting persons to live well with dementia. This presentation provided useful tips and information on living safely in our community and featured the Finding Your Way program and the Dementia-Friendly Communities’ initiative.

“A special thank you to our Annual General Meeting sponsor Home Care Assistance,” said Dr. Jennifer Gillies, Executive Director of Alzheimer Society of Waterloo and Wellington. “Home Care Assistance owners Angie Kunnath and Matt Vijayan were on hand to share their company’s programs and services to the attendees. Angie then introduced the evening’s presentation Living Safely in the Community.”

As of 2015, 47.5 million people worldwide are living with dementia, a number greater than the total population of Canada. The global number will increase to an estimated 75.6 million in 2030 and will almost triple by 2050 to 135.5 million.<sup>1</sup> There are currently over 700,000 Canadians living with Alzheimer’s disease and other dementias – that’s 14.9% of Canadians 65 and older.<sup>2</sup> 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.

Nancy Kaufman-Lambert, Chair of the Board of Directors, and Dr. Jennifer Gillies, Executive Director, provided a joint statement. "As we look to the future, we plan to continue to increase our organizational effectiveness and grow our capacity to ensure we have the financial and human resources necessary to achieve our mission. We are also working to enhance our outreach initiatives to ensure that we work seamlessly within our integrated health system. We are committed to delivering quality programs and services that are there for you when and where you need them. We are here to help all persons affected by dementia to live well by alleviating the personal and social consequences of dementia."

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.

For more information about Home Care Assistance, visit [www.HomeCareAssistanceWaterloo.ca](http://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, ON, N2M 5G2.

## **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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://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