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## **Home Care Assistance Announces Plans to Plant 5,000 Trees in 2017 to Honor and Celebrate Clients**

*On #GivingTuesday, the leading in-home care provider announces they are partnering with the Arbor Day Foundation to plant 5,000 trees in California's Tahoe National Forest and the Chippewa National Forest in Minnesota*

**Palo Alto, CA** - Today, [Home Care Assistance](#), North America's largest provider of in-home care, announced that they will partner with the [Arbor Day Foundation](#) to plant 5,000 trees during the next year to celebrate their clients and honor those that have passed away. The announcement was made on #GivingTuesday, a global day of giving. The trees will be planted in Tahoe National Forest in California and Minnesota's Chippewa National Forest. Planting trees can help combat climate change, improve air quality and prevent erosion and much more. According to the Arbor Environmental Alliance, a single tree can absorb CO2 at a rate of 48 lb. per year, and an acre of trees absorbs enough CO2 over one year to equal the amount produced by driving a car 26,000 miles.

"At Home Care Assistance we are privileged to work with older adults who we care for like family," said Home Care Assistance CEO Lily Sarafan. "Our partnership with the Arbor Day Foundation is the perfect avenue to celebrate their lives and help them continue their legacy with a greener planet for their grandchildren and future generations."

Starting in 2005, Home Care Assistance began planting trees in honor of the company's senior clients who had passed away that year. The company has heard from hundreds of families over the years, who are grateful for this program and thankful that their loved ones are being memorialized in a way that preserves our environment and rebuilds our forests for future generations. This year, the program will grow to include trees planted in honor of our clients and referral partners over the holidays, as well as other special occasions like client birthdays throughout the year.

"We're grateful to Home Care Assistance for becoming a steward of our nation's forests," said Matt Harris, Arbor Day Foundation chief executive. "Our forests are part of the long and important legacy of the people and the land of our country. Thanks to

Home Care Assistance's participation in our Commemorative Tree Programs, thousands of trees will be planted to help clean the air, protect water resources, and restore habitat and beauty to forests that have suffered devastation."

This announcement comes towards the end of a milestone year for Home Care Assistance. The company has opened 40 new stores in 2016 and now serves nearly 20,000 clients across the country. The Company has also recently launched a number of new technology-based programs to address the needs of our ever-growing aging population. Dubbed the "[home care company with a Silicon Valley soul](#)," it has [partnered with Lyft](#), the fastest-growing rideshare company in the country, to allow seniors to request on-demand rides with a simple phone call. The company has also teamed up with [OhmniLabs](#), a Silicon Valley-based robotics company, on a pilot project to bring affordable and capable robots that virtually provide companionship and care for older adults.

Home Care Assistance has developed and piloted a range of solutions that complement its highly-trained caregiving services including smart home sensors, proprietary disease management tools, and the [Cognitive Therapeutics Method™](#) program. More information about all of these programs and more can be found on the company's "[innovation](#)" page on its new website.

**To learn more about Home Care Assistance:** [www.homecareassistance.com](http://www.homecareassistance.com)

### **About Home Care Assistance**

*[Home Care Assistance](#) is the leading provider of home care for seniors across the United States, Canada and Australia. 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2016, Home Care Assistance's CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, visit <http://www.homecareassistance.com>.*

### **About the Arbor Day Foundation**

*Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters, and valued partners. During the last 44 years, more than 250 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to help others understand and use trees as a solution to many of the global issues we face today, including air quality, water quality, climate change, deforestation, poverty and hunger. As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and*

*communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at [arborday.org](http://arborday.org).*