



Media Contact:

Kathryn Zaskorn

Director of Franchise Marketing

650-462-9501

kzaskorn@homecareassistance.com

Home Care Assistance of Ft. Lauderdale Launches Kosher Care

The new Kosher Care program brings a Jewish perspective to the company's home care services and is designed in conformance with the laws and customs of Judaism

(Fort Lauderdale, FL—December 2, 2016) [Home Care Assistance of Ft. Lauderdale](#), the leading agency for in-home senior care, is proud to launch a new program to better serve members of the Jewish community. In line with the company's reputation for high quality personal care, Kosher Care is designed to meet the needs of clients in conformance with the laws and customs of Judaism. Certain caregivers of Home Care Assistance are specifically trained through the company's unique online training platform, Home Care Assistance University on Jewish traditions, including holidays and how to maintain a kosher kitchen. To complement this program, Home Care Assistance provides a 42-page cookbook, which contains healthy and traditional recipes for the kosher home. Filled with delicious recipes suited for the major food-centered Jewish holidays such as weekly Shabbat, Rosh Hashanah, Chanukah, Passover and more, the book is a great resource for caregivers as well as clients who want to maintain a healthy, Kosher diet.

"Providing personalized and customized care has always been one of our most important values," said Manpreet Dhalla, Owner/President of Home Care Assistance of Ft. Lauderdale. "I believe the Kosher Care program and training we provide our caregivers is in line with our mission of being the highest quality home care provider. In South Florida, where there are many observant Jewish residents, it is important to have caregivers who can meet the needs of all our clients. I'm excited about this program and training."

Nationally recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance prides itself on taking a proactive approach to health and wellness. The new Kosher Care program builds on the company's proprietary Balanced Care Method™, which is based on rigorously studied lifestyle factors that contribute to healthy longevity and is a core part of its caregiver training model. The Balanced Care Method is unlike any other care program with its holistic, personalized and research-based approach to longevity. This focus on overall wellbeing results in clients and caregivers reporting higher degrees of satisfaction and fulfillment, and is sure to continue setting the benchmark for excellence in the industry. For more information about Home Care Assistance or the Kosher Care program, please visit www.HomeCareAssistanceFTLauderdale.com or call 954-909-0370 at any time. We also welcome any one to visit our office at 5975 N Federal Highway, Ste 124 in Fort Lauderdale, FL.

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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Franchise500®, Inc. 5000 Company and one of the 50 fastest growing women-owned companies worldwide in 2016, the company was recognized as a 2016 Endorsed National Provider by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance 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>.