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Home Care Assistance Partners With Lyft To Help Seniors Remain Independent, Portion Of Proceeds To Benefit Village To Village Network

Lyft pledges to donate 1% of each fare booked through Home Care Assistance's new rideshare call service to the Village to Village Network, which helps local communities across the country enable older residents to stay in their homes as they age

Palo Alto, CA -- Today, [Home Care Assistance](#), the North America's largest provider of in-home care, announced that for every Lyft ride hailed by a Home Care Assistant client, the rideshare company will donate 1% of the fare to the [Village to Village Network](#), an organization that helps older residents across the country to stay in their homes as they age. [Home Care Assistance recently partnered with Lyft](#) to allow seniors to request on-demand rides with a simple phone call. Through the partnership, Home Care Assistance arranges rides on an as-needed basis on behalf of older adults who may not use a smartphone.

The dangers of driving and lack of convenient, cost-effective transportation is a major roadblock for seniors wanting to maintain independence as they age. With nine out of ten seniors indicating that they want to remain in their homes as they grow older, easy-to-use ride-sharing helps them get to doctor's appointments, do their grocery shopping, or visit friends and family.

"Home Care Assistance is proud to partner with Lyft, which is helping to change the way the world ages through strategic partnerships and philanthropy," said Home Care Assistance CEO Lily Sarafan. "Reliable and affordable transportation is a huge challenge for seniors who are trying to maintain their independence and continue to live at home. That's why it is so fitting that Lyft has graciously stepped up to help the Village to Village Network, an organization we chose that helps tens of thousands seniors across the country age in home."

Lyft is part of a growing consumer trend in the new service economy which makes tasks like arranging a car ride or house call convenient and accessible. While these services can be equally or even more beneficial for seniors as for the rest of society, older adults, particularly those in their 80s and 90s, may prefer to connect with someone over the phone rather than through mobile app. According to the Pew Research Center, 70 percent of adults 65 or older do not have access to smartphones, and even those seniors who do may have difficulty making full use of feature sets.

"We are delighted to support Village to Village Network as part of our work with Home Care Assistance and our ongoing commitment to support elder mobility," said Veronica Juarez, Head

of Enterprise Initiatives at Lyft. "It is important to us that we work with partners, like Home Care Assistance, who share our commitment to providing more transportation options to elders in need."

Home Care Assistance operates with the principle that technology needs to improve quality of life and clinical outcomes. Aligned with this philosophy, the partnership between Lyft and Home Care Assistance will allow more seniors to take advantage of the ease and convenience of Lyft.

"Village to Village Network is proud to be partnering with HCA and Lyft to enable older adults to live full, interdependent lives at home," said Natalie Galucia, Director of Village to Village.

"Access to affordable and reliable transportation is one of the biggest obstacles our members face. It's because of important partnerships like this one that allow our Villages to provide support and resources to our members all across the country."

In addition to their work with Lyft, Home Care Assistance has recently [partnered with the robotics company, OhmniLabs](#) on a pilot project to bring affordable and capable robots that provide companionship and care for older adults. The new robots help to combat isolation by connecting seniors with friends and family through a two-way video chat platform.

To learn more visit: <http://homecareassistance.com/palo-alto/easy-affordable-and-safe-rides-for-older-adults>

To book a ride call: 650-334-5524

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 Lyft

Lyft was founded in June 2012 by Logan Green and John Zimmer to reconnect people and communities through better transportation. Lyft is the fastest growing rideshare company in the U.S and is available in more than 200 cities. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to affecting positive change for the future of our cities.

About the Village to Village Network

The Village to Village Network is the essential tool that enables community members to build and sustain thriving Villages. The Network creates interactions that connect Villages with resources, education and expertise. For more information, visit www.vtvnetwork.org.