



**Media Contact:**

Kathryn Zakskorn  
Director of Franchise Marketing  
650-462-9501  
[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

## **Home Care Assistance Celebrates Opening of Greater Burlington, Vermont Office with Ribbon Cutting Ceremony**

*Senior care leader, Home Care Assistance, will be hosting a Grand Opening Event in cooperation with the Lake Champlain Regional Chamber of Commerce on Wednesday, May 24<sup>th</sup> from 5 pm to 7pm*

**(Essex Junction, VT – May 9, 2017)** Home Care Assistance of Greater Burlington is pleased to announce the grand opening of its office in Essex Junction, VT. The Grand Opening Event will be held on Wednesday, May 24<sup>th</sup> from 5pm to 7pm. The Lake Champlain Regional Chamber of Commerce will be present for a ribbon cutting ceremony at 5 pm followed by an office tour, light hors d' oeuvres and beverages, professional networking and a special presentation on Home Care Assistance's exclusive programs. Please RSVP by calling 802-876-7258 or emailing [TLee@HomeCareAssistance.com](mailto:TLee@HomeCareAssistance.com) by Monday, May 22<sup>nd</sup>.

"I am excited to share what makes Home Care Assistance unique in the home care industry," said Tom Lee, co-owner.

Based on the scientific studies of the world's healthiest seniors, the Balanced Care Method™ promotes five key lifestyle behaviors correlated with healthy longevity: healthy diet, physical exercise, active social ties, mental stimulation and a sense of purpose and calm. Caregivers are professionally trained to incorporate the Method into daily care to encourage healthy mind, body and spirit.

"We will be demonstrating the unique and proprietary Cognitive Therapeutics Method, an activities based program that is designed to keep aging minds sharp. Cognitive Therapeutics addresses five cognitive domains in the brain including memory, language, attention, visual-spatial relationship and executive functioning," says co-Owner and Client Care Manager, Stacy Lee. "This service is provided, at no additional cost, to clients receiving 20 hours of care per week or more."

Home Care Assistance is very selective in screening and hiring caregiver applicants. Background checks, reference checks, drug testing, and work authorization are all completed along with a Caregiver Personality Screening. The screening is used to verify applicants' suitability for a caregiving career by assessing traits such as honesty, kindness and conscientiousness. Tom explains, "We spend time matching the client with the best skilled caregiver for his or her needs and personality. We are also one

of the few area home care providers that conduct a full 10-panel pre-employment drug screening prior to placing a caregiver in a senior's home. With the opioid epidemic so pervasive, we take significant steps to protect our client's best interests."

Home Care Assistance provides hourly and live-in services, allowing seniors to remain safely in their homes. Having an experienced and professional caregiver in the home also provides family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, transportation and more.

Home Care Assistance of Greater Burlington serves clients in Chittenden, Grand Isle, Addison, Lamoille, Washington, and Franklin Counties and is a member of the Vermont Elder Resource Group and the Vermont Association of Homecare Providers. Call 802-876-7258 or visit [www.HomeCareAssistanceBurlingtonVT.com](http://www.HomeCareAssistanceBurlingtonVT.com) to learn more about the company's superior in-home care services and schedule a free in-home assessment.

#### **ABOUT HOME CARE ASSISTANCE**

[Home Care Assistance](http://www.homecareassistance.com) 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 2017 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>.