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Home Care Assistance Promotes Healthy Longevity with the “Walk to Okinawa” Campaign

Home Care Assistance of Warren Twp, NJ invites caregivers, clients and community members to participate in the “Walk to Okinawa,” a simulated trek from Warren Twp, NJ to Okinawa, Japan

(Warren Twp, NJ – May 6, 2014) - [Home Care Assistance of New Jersey](#), North America’s leading provider of in-home care for seniors, invites members of the Northern Central New Jersey community to commit to healthy living and register for the “Walk to Okinawa.” Registrants will receive a free pedometer to track their steps each day as the entire group makes its way from Warren Twp, NJ, to Okinawa, Japan in a 7,600-mile virtual walk. The “destination” — Okinawa — is home to the healthiest and longest-living people on Earth.

“Everyone needs a little motivation to get moving this time of year, especially with the long winter and colder than average temperatures we have had,” said Kevin McClarren, owner of Home Care Assistance of New Jersey. “Studies show that simply wearing a pedometer subliminally encourages people to be more active, so we’ve created a fun way to collectively keep each other on task as we track and record our steps each week.”

Based on growing research showing the important role of self-tracking in promoting behavior change, the “Walk to Okinawa” campaign is an excellent example of Home Care Assistance’s ongoing commitment to using technology and empirical evidence to promote healthy behaviors. Registrants will record steps from their pedometers and submit the total number of steps they take each week to Home Care Assistance of New Jersey. A weekly email will track personal accomplishments as well as total mileage for all participants.

This project is in line with the excellent, intentional caregiving philosophy that Home Care Assistance embodies. The company’s exclusive Balanced Care Method™, a holistic approach to care, is based on scientific studies of the elder population in Okinawa, Japan. Individuals in Okinawa embody “healthy longevity,” living longer and healthier lives than any other population in the world. The Balanced Care Method seeks to capture some of the lifestyle factors that go toward creating such long-lived and healthy people by promoting regular physical activity, healthy eating, mental stimulation, socialization and purposeful activities. Thus, caregivers are trained to engage clients in physical, mental and social activities, in addition to assisting with meal preparation, personal hygiene, medication reminders, transportation and more. In line with this philosophy, “Walk to Okinawa” is designed to promote healthy independence and encourage participants to strive for optimal quality of life by adopting healthy lifestyle behaviors.

Home Care Assistance provides hourly and live-in services to seniors, allowing them to remain safely and comfortably in their homes as they age. Staff is available 24/7 to provide experienced, trustworthy caregivers to help with all home care needs.

To register for "Walk to Okinawa" and receive your free pedometer, call 908-668-8200 or email km@homecareassistance.com. For more information about Home Care Assistance of New Jersey's superior in-home care services, visit www.HomeCareAssistanceNewJersey.com. The office is located at 53 Mountain Blvd in Warren Twp., New Jersey. Home Care Assistance also invites you to "Like" their Facebook <https://www.facebook.com/HCAWarrenNJ> page and register for "A Walk to Okinawa".

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. 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 2014 Franchise500® and Inc. 5000 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 or franchise.homecareassistance.com.