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New and Informative Website Targeting Older Adults is Shaking up the Online Health and Wellness Scene

ChangingtheWaytheWorldAges.com provides cutting edge health and wellness news and inspirational stories relating to aging

(Palo Alto, CA – October 23, 2013) A passion project of leading in-home care company Home Care Assistance, Changingthewaytheworldages.com was launched to provide older adults and their loved ones with practical information to promote a proactive approach to not only living longer, but living happily, healthily and more productively longer. Featuring tips on family caregiving and improving physical and mental wellbeing as well as spotlights on inspirational seniors, the website's articles are applicable to people of all ages interested in healthy aging.

Early response to the website has been overwhelmingly positive. Many of the older adults who piloted CTWTWA were impressed with the breadth of topics and were enthusiastic about the message promoted on the site, that aging is a stage of life to be celebrated and embraced. They also commended on the ways in which the design of the site, such as large tabs and larger font size, promoted an easier browsing experience for older adults as compared to many other aging blogs and websites.

Home Care Assistance Business Operations and Project Managers, Shadi Gholizadeh and Alyssa Belcastro, both with academic backgrounds in behavioral medicine and psychology, have signed on to serve as co-editors for this exciting and meaningful venture. "To see a project that we know can make such a profound and positive difference in the lives of older adults and caregivers launch and immediately garner such interest is both incredibly humbling and a strong testament to the demand for well-researched and relevant information around aging and wellness," said the Stanford alumnae. "From profiles of elite athletes in their 80s to cutting-edge reports on geriatric medical advances to practical advice for professional and family caregivers balancing multiple responsibilities, the types of stories that Changingthewaytheworldages.com covers are meant to portray and promote a positive view of aging to a wide demographic."

After seeing the positive response to featured profiles on seniors whose lifestyles epitomized the successful aging that the BCM promotes, such as [Bette Calman](#) and [Dr. Ephraim Engleman](#), Home Care Assistance wanted to find a way to share these types of stories with the global community in the hopes that they would inspire men and women of every age to embrace lifestyles that promote healthy longevity. The corporate Home Care Assistance team developed the website as a practical tool to help fulfill its mission "to change the way the world ages." The website is the latest development in a string of community initiatives meant to promote a more positive, balanced view of aging, such as free public webinars with expert guest speakers on topics related to aging and wellness, an innovative and preventive [cognitive training program](#) and an award-winning series of senior wellness books. The company's revolutionary approach to care and aging, [the Balanced Care Method \(BCM\)](#), is based on scientific studies of the

world's healthiest long-lived senior community in Okinawa, Japan. The Method seeks to capture the lifestyle factors that contribute to healthy longevity and apply them here in North America.

For more information about becoming a guest contributor for Changing the Way the World Ages email info@changingthewaytheworldages.com.

ABOUT CHANGING THE WAY THE WORLD AGES

A fountain of knowledge including lifestyle tips, cutting-edge research and education around successful aging, Changing the Way The World Ages is the trusted source for adults of any age who share our healthy obsession with longevity and quality of life. We strive to provide our readers with information that inspires them to adopt and maintain healthy behaviors with the goal of thriving into their 90s and beyond.

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 2013 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.