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Home Care Assistance and Dr. Leslie Martin to Host Free Educational Webinar on Living Healthier Longer

The next installment in Home Care Assistance's Healthy Longevity Webinar Series will be presented by leading psychologist and award-winning author, Dr. Leslie Martin, on September 4th at 11 AM PST/ 2 PM EST

(Palo Alto, CA – August 7, 2013) [Home Care Assistance](http://HomeCareAssistance.com), North America's leading provider of in-home care, is committed to collaborating with industry leaders on community education initiatives around health, wellness and quality of life. In line with the company's commitment to providing cutting-edge research on healthy longevity, Home Care Assistance is proud to announce that Dr. Leslie Martin, co-author of the award-winning book, *The Longevity Project: Surprising Discoveries for Health and Long Life from the Landmark Eight-Decade Study* has been named as the speaker for the upcoming, public webinar that will take place on Wednesday, September 4th at 11:00 AM Pacific, 2:00 PM Eastern. To reserve a spot for the webinar, visit HomeCareAssistance.com/the-longevity-project.

"We are thrilled that Dr. Martin, a leading longevity researcher, has partnered with us to present the next webinar in our Healthy Longevity series," said Kathryn Zakskorn, PR and Marketing Manager of Home Care Assistance. "This important webinar will provide valuable insights for anyone interested in successful aging and how to live a longer, healthier life."

Throughout the course of the one hour webinar, Dr. Martin will address the fascinating findings from an eight-decade-long study that shatters many long-held myths about longevity; she will provide new evidence around what factors promote leading longer, healthier lives. Dr. Martin and her co-author, Dr. Howard S. Friedman, revisited the study two decades ago to study the participants at the end of their lives in order to explore why certain people are able to live longer and healthier lives than others. Awarded first place by Books for a Better Life in 2012 by the National MS Society, *The Longevity Project* offers compelling, evidence-based—and sometimes counterintuitive—insights into the behavioral and psychological keys to healthy longevity.

Dr. Leslie R. Martin is a professor at Loma Linda University's School of Public Health in the Department of Health Promotion and Education. As a social and personality psychologist specializing in health-related issues, Dr. Martin's primary research interests are physician-patient relationships and the correlation between personality and psychosocial factors in health and longevity. Over the past 20 years, she has published three dozen empirical papers and has co-authored three books on health, behavior change and longevity.

"The Longevity Project isn't just about living a long life—it's about living a rich life," said Dr. Martin. "One of the things that this project clearly demonstrates is that one doesn't have to give up the things that make life worth living in order to live longer. In fact, many of the things that contribute to longevity are exactly those things that bring joy and meaning."

The webinar is the latest installment in Home Care Assistance's ongoing [Healthy Longevity Webinar Series](#). The series brings experts from a diverse spectrum of health and wellness fields to the company's clients and the wider community in an engaging and informative format. The premise driving the webinar series is that individuals who are well-informed will make better health decisions, become active partners with their healthcare professionals in promoting their own health and encourage loved ones to also engage in healthy lifestyle behaviors.

To register for the webinar on learning the secrets to longevity, visit:
<https://www3.gotomeeting.com/register/982017990>.

For more information about Home Care Assistance, visit www.HomeCareAssistance.com or call a local office at 1-866-454-8346.

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® 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.