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Home Care Assistance Congratulates Ms. June “Zoe” Kelly, Winner of the 2010 International Caregiver of the Year Award

Zoe, selected out of 2,500 caregivers, receives award at annual Home Care Assistance Franchise Convention

(Palo Alto, CA – June 20, 2010) Every year at our Home Care Assistance Franchise Convention we select one of our 2,500 caregivers for the International Caregiver of the Year Award. This year, as a result of her hard work, warmth and sincerity as well as for her success in implementing the Balanced Care Method, a carefully crafted program of lifestyle behaviors centered on moderation and variety, into the everyday lives of her clients. Zoe was born in Montana, graduated from high school in Odessa, Texas and attended San Diego City College. Zoe was hired by the San Diego office in April 2009 and after excellent reviews from her first assignments, she was placed a very difficult situation last July. Zoe was assigned to take care of live-in clients, Dominic and Mary, an elderly couple living in Encinitas. Dominic had rapidly failing health and Mary was suffering from early dementia. A month after Zoe was assigned to the case, Dominic passed away and Zoe was confronted with assisting a grieving 85 year old widow.

Zoe's immediate goal was to assist Mary through the grieving process to avoid physical and mental decline that often follows the passing of a beloved spouse. Zoe found aspects of The Balanced Care Method to be of most help to Mary. When Mary lost her appetite Zoe used her culinary skills to create a varied, nutritious menu of small meals and coaxed Mary to eat as much as possible, which eventually led to her regaining her appetite. Zoe also made certain that Mary participated in regular physical activity such as walks around the block, shopping trips and drives to the beach to keep her body fit and healthy.

Another goal that Zoe set for Mary was to keep her active mentally. Zoe made it a habit to engage Mary in a variety of activities that they would do together like reading the newspaper, surfing the internet and discussing current events and other topics of interest. While Zoe led Mary in pursuing mental and physical activities, she never took over any of the activities that Mary had been doing on her own, so that she felt she was maintaining her independence.

Zoe also helped Mary maintain social ties and achieve calmness by encouraging Mary to continue attending church as well as directing her attention to other small social projects. In fact, Zoe discovered an amazing charity project called “Knit-a-Square,” which encourages volunteers to knit or crochet 8” squares that are shipped to South Africa and made into blankets for AIDS orphans. Last year Zoe and Mary shipped 20 squares to South Africa and have a new goal for 2010 to make

105,000 squares! This is a perfect example of how Zoe not only helps individuals, but also those around her.

According to Zoe, "Everybody needs a purpose in life," which she demonstrates daily through her passion of establishing and continuing purpose in the lives of all her clients. Zoe helps them find health, happiness and a positive sense of accomplishment which is why we are so excited to have her as our 2010 International Caregiver of the Year.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance, founded in 2002, is a leading international provider of non-medical, in-home senior care with over 50 locations throughout North America. Serving as a comprehensive alternative to a nursing home or assisted living facility for older adults, our mission is to provide the highest quality and most reliable in-home care services. Home Care Assistance successfully operates as North America's preferred brand for in-home care, maintaining an intimate and personal rapport with each client. Here at Home Care Assistance we are dedicated to finding the highest caliber caregivers who we expertly match with the right recipient based on his or her needs. In addition, we do not require long-term contracts for services and remain on-call 24 hours a day. For more information, please contact Home Care Assistance at 1-866-4-LIVE-IN, or visit online at: www.homecareassistance.com.