



**Media Contact:**

Kathryn Zakskorn  
Public Relations and Marketing Manager  
650-462-9501  
[kzakskorn@homecareassistance.com](mailto:kzakskorn@homecareassistance.com)

## **Home Care Assistance Celebrates Caregivers During National Home Care Aide Week**

*November's National Home Care Month reserves a special week, from the 14<sup>th</sup>-20<sup>th</sup>, to give recognition to home care aids for their extraordinary commitment*

**(Palo Alto, CA – November 17, 2010)** Home Care Assistance, a leading international provider of non-medical, in-home senior care, celebrates National Home Care Aide Week by honoring all caregivers. The theme for this year's Home Care Aide week is, "Loving Hands and Compassionate Hearts." This week honors caregiving heroes who make a remarkable difference in the lives of patients and the families they serve. The purpose of Home Care Aide week is to bring attention and celebrate those who work and dedicate their life to taking care of others. Their care and compassion makes the lives of those they care for more enjoyable and comfortable.

"We are so very appreciative for the dedication, professionalism and compassion that our caregivers provide clients," said Lily Sarafan, COO of Home Care Assistance. "We want to acknowledge each and every caregiver for their steadfast commitment to providing the highest level of care, day in and day out."

In the United States, there are 43.5 million caregivers that are age 18 and over. This accounts for 19% of all adults that provide care to someone that is over the age of 50. Caregivers provide quality of care to those who wish to age in their own home. And according to AARP, caregivers spend at least 40+ hours providing excellent care to others a week.

For those who do not live near their elderly parent or loved one and have someone who wants to remain at home, Home Care Assistance is a safe and trusted alternative. Caregivers hired provide the highest quality care and are trained in a proprietary program called The Balanced Care Method™. Developed by the staff of PhD geriatric care managers, the home care method is based on the scientifically studied lifestyle choices of the longest and healthiest living people on Earth. Focusing on lifestyle and dietary choices, the Balanced Care Method™ promotes healthy activity, stress reduction and social interaction to help seniors live their best possible lives in the comfort of their own home.

The hiring process for Home Care Assistance's care professionals is meticulous. Every angle is covered from local to national criminal background checks, work authorization clearances, employer reference checks, recognizable work experiences and a proprietary PhD-generated screening system for honesty and conscientiousness.

"Caregivers are the unsung heroes at home," said Dr. Kathy Johnson PhD, CMC, Founder and Chief Operating Officer of Home Care Assistance. "The attentive care and support provided can sometimes go unnoticed, so it makes me very happy that we have this week to honor our caregivers."

Home care aides and caregivers specialize in providing assistance with activities like: daily meal preparation, bathing, grooming, light housekeeping, companionship, assistance to medical appointments, medication reminders, exercise, physical activity, and so forth.

If you have an elderly parent or loved one in need of in-home care, please give us a call at 1-866-4-Live In, to set up a free consultation. You can also visit us online at [www.homecareassistance.com](http://www.homecareassistance.com).

### **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance was founded in 2002 and began franchising in 2005. A leading provider of non-medical home care for seniors, the Company has earned a strong reputation as specializing in both live-in care and homebound care. A 2011 Franchise500® Company, Home Care Assistance has also been named a Fast 55 Company by The Franchise Times. As recognized leaders in cloud computing, proprietary caregiver training and targeted consumer marketing, Home Care Assistance's management team seeks strong partners to help develop the brand in new markets. For more information about Home Care Assistance and available franchise opportunities, please visit: [franchise.homecareassistance.com](http://franchise.homecareassistance.com) or [www.homecareassistance.com](http://www.homecareassistance.com).