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## **Home Care Assistance to Host Pink and Balanced Booth at Los Gatos Farmers' Market**

*Home care company partners with Passionately Pink for the Cure® to help raise funds to support the fight against breast cancer*

**(Los Gatos, CA – November 1, 2011)** [Home Care Assistance](#) of Los Gatos, the premier provider of in-home care for seniors, will be at the Los Gatos Farmers' Market on November 6<sup>th</sup> from 8:00 AM to 1:00 PM hosting the "Pink and Balanced" booth. People passing by will be able to pick up a free treat and healthy recipes and tips from the company's Balanced Care Method™ and make a donation to Passionately Pink for the Cure.

The Balanced Care Method is based on studies of the extraordinarily long-lived elders in the Okinawa region of Japan. Life spans of over 100 years are not unusual in Okinawa. Excellent physical health, mental awareness and inner calm are common among the studied elders. The Balanced Care Method seeks to capture some of the lifestyle factors that contribute to longevity and quality of life. Having witnessed firsthand the positive effect that components of the Method, especially its focus on a healthy, balanced diet, social ties and sense of calmness and purpose, have had on clients fighting cancer, Home Care Assistance is proud to support Passionately Pink for the Cure® in honor of our clients fighting breast cancer.

Pink and Balanced Day at the Farmers' Market will be an opportunity for members of the community to learn more about the Balanced Care Method, pick up a treat and support the life-saving work of Susan G. Komen for the Cure® by making a donation. Donations will fund critical breast cancer research, as well as local education, screening and treatment programs that impact people in our community.

### **About Home Care Assistance's Corporate Social Responsibility Initiative:**

Since 2002, our mission at Home Care Assistance has been to change the way the world ages. Our services have helped thousands of families across North America as they address the growing needs of their aging loved ones. We have also taken pride in becoming an active and responsible member of the communities we serve through our social responsibility programs.

As a leading provider of non-medical home care, Home Care Assistance is committed to the highest standards of corporate social responsibility. Our programs are designed to provide long-term benefits to our communities through active engagement, education and philanthropy.

On a broader level, we are also proud to work with global and regional organizations whose values align with ours. We are committed to partnerships and charitable relationships with nonprofits and foundations that share our commitment to health, wellness, and quality of life.

Home Care Assistance of Los Gatos is located at 14777 Los Gatos Blvd., Suite 104. For more information about Home Care Assistance, visit [www.homecareassistance.com](http://www.homecareassistance.com) or call 408-356-0127 to speak with a care manager.

### **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 2011 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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).