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Home Care Assistance to Exhibit at the 2014 Salute to Seniors Convention Presented by the Colorado Gerontological Society

The annual event will be held on Saturday, May 31st, from 9:00 am to 4:00 pm in the Mile High Ballroom at the Colorado Convention Center

(Denver, CO – May 28, 2014) [Home Care Assistance](#), North America's leading provider of in-home care for seniors, will be sharing valuable information about health and longevity at this year's Salute to Seniors Convention, the largest senior-focused event in Colorado. In its 25th year, the event will be held on Saturday, May 31st, from 9:00 am to 4:00 pm in the Mile High Ballroom at the Colorado Convention Center. Attendees will enjoy exciting attractions such as a 1960s-era car show and live entertainment with musical hits from the 60s and 70s.

"We are excited to participate in the Colorado Gerontological Society's 25th Salute to Seniors event," said Pete Lane, owner of [Home Care Assistance Centennial](#). "This is not only a fun event with great music and activities, but it is also a great opportunity for attendees to learn about the many senior-related services that are available to them in the Denver Metro area. We hope to meet many of our neighbors and share information about how Home Care Assistance supports health and wellness. Come visit us at Booth #34!"

Though 89% of seniors say they would prefer to keep living at home rather than move to a facility, thousands continue to enter nursing homes every year. With the support of a professionally trained caregiver, older adults can age safely and comfortably in their own homes. Services Home Care Assistance provides include:

- Hourly and live-in care
- Cooking and light housekeeping
- Laundry and change of bed linens
- Grocery shopping and errands
- Companionship and range of motion exercise
- Bathing, dressing and grooming assistance
- Transportation to doctors' appointments, supermarket, pharmacy
- Assistance with walking and transferring
- Status reporting to family

- Medication reminders

With an expertise in holistic care, Home Care Assistance educates its caregivers and the seniors they serve on maintaining a healthy mind, body and spirit with age through its proprietary approach to care, the Balanced Care Method™. The Method is based on scientific studies of lifestyle factors linked to longevity including healthy diet, physical activity, socialization, calmness and maintaining a sense of purpose.

"I constantly come in contact with seniors who are confused about or unsure of available long-term care options," said Jonathan Wells, co-owner of Home Care Assistance of Douglas County. "Events like this are near and dear to my heart. I am excited to share information about our Cognitive Therapeutics Method, a proprietary cognitive stimulation program. Using this fun, activities-based program our well-trained caregivers engage clients exhibiting symptoms of dementia or other brain-related illnesses and even help delay cognitive decline."

To schedule a free in-home assessment or for more information about Home Care Assistance Centennial and Home Care Assistance Douglas County please visit <http://www.homecareassistance.com/> or call 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® 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.