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## Home Care Assistance Launches Campaign to Celebrate Older Adults

*Honor Your Living Legend is designed to showcase seniors and their impressive contributions*

(Palo Alto, CA – September 25th, 2014) – [Home Care Assistance](http://www.HomeCareAssistance.com), North America's premier provider of in-home care for seniors, is proud to launch a new campaign that recognizes the lifetime accomplishments of seniors. Family members or friends submit stories and photographs, which are shared publicly on [HonorYourLivingLegend.com](http://www.HonorYourLivingLegend.com) and through Home Care Assistance's social media pages. The goal of the campaign is to give people a platform to express their admiration for their aging loved ones and in doing so, remind the community what older adults have contributed to their communities. With a mission to change the way the world ages, Home Care Assistance fosters a positive view of aging and honors each client's lifetime legacy by providing compassionate and dignified care that enables older adults to maintain their independence at home. **To read submissions or nominate your own loved one, visit [www.HonorYourLivingLegend.com](http://www.HonorYourLivingLegend.com).**

"Honor Your Living Legend is our way to celebrate the legendary lives of our clients and seniors at large," said Lily Sarafan, President of Home Care Assistance. "Our mission is to change the way the world ages by promoting aging as a rich and meaningful stage of life, and this campaign is just one of the many ways this we accomplish this. Older adults boast many years' worth of accomplishments, relationships, experiences and memories. We seek to respect and honor seniors by shifting the focus away from their care needs and towards the legacies they've created."

Candidates for Honor Your Living Legend are dynamic individuals who have given a lifetime of service and love to their communities and families. Living Legends can be publicly acclaimed or they can also include individuals who have influenced others' lives in less high-profile ways such as a mother who taught her children to read or an entrepreneur who spent his weekends volunteering.

Select submissions will be reviewed by the Home Care Assistance team, posted on the company website and social media pages, and entered into a drawing for prizes valued between \$50 and \$1000. Prizes will be catered to the preferences and lifestyle of each winner and are meant to be enjoyed by both the Living Legends themselves and the loved ones who nominated them.

For more information about Home Care Assistance or Honor Your Living Legend, please visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com), [www.HonorYourLivingLegend.com](http://www.HonorYourLivingLegend.com) or call [1-866-454-8346](tel: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 2014 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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).